

Litter and it will hurt.

A Three Year Campaign Plan for the
Washington State Department of Ecology

Prepared by Sharp Hartwig, Inc.,
June 30, 2001

Litter Prevention
A Three Year Campaign Plan

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Litter Prevention A Three Year Campaign Plan

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**Washington State
Department of Ecology**

Anti-Litter Campaign

1.0 EXECUTIVE SUMMARY

Campaign Background and Purpose

Litter hurts. Every year in Washington State, over 16 million pounds of “stuff” are tossed and blown onto interstate, state and county roads alone. The Department of Ecology (DOE) spends over \$4 million dollars to pick up just a fourth of it. It creates an eyesore for motorists, harms wildlife and their habitats, and is a potential hazard for motorists who may be struck by anything from a lit cigarette to an empty bottle of beer, even a jar of “trucker’s pee.” Many of us (about 25%) would never consider littering. Some of us (about 25%) litter most of the time. Almost half of us litter occasionally, but can be persuaded not to.

This plan presents a recommended three-year marketing strategy to help reduce intentional littering on roadways. It is designed to reach a broad audience to raise and maintain awareness, and to reach targeted audiences contributing to a majority of the problem. It relies heavily on the partnership and involvement of state agencies, local governments and (litter) tax-paying businesses. It plans for media sponsorships and leverages their advertisers. It includes a system to measure campaign outcomes and implementation processes. It re-institutes an 800# to send the message that littering is not accepted in Washington and that people care enough about litter to report it. It includes a short-term plan to raise awareness, and requires a long-term commitment for behavior change.

Target Audiences

There are two major audiences for the campaign: litterers and non-litterers. Target audiences for littering include the five segments creating the majority of intentional litter on roadways: motorists or passengers who toss *cigarette butts, alcoholic beverage containers, food wrappers* and *other beverage containers* out the window and those who drive pickup trucks and are *not*

properly covering and securing their loads and not cleaning out the back of their pickup trucks prior to driving on roadways.

Campaign messages will also be aimed at those in the general public who are *non-litterers traveling on Washington State roadways.*

Objectives

Campaign strategies have been designed to support three separate objectives: (1) a short-term objective to create **awareness** that there are significant fines associated with littering and that there is an 800# that can be used for reporting littering; (2) a long-term objective to make litterers **believe** their littering will be noticed and they could be caught; and (3) a long-term objective to **influence litterers to change their behaviors**: to dispose of litter properly, cover and secure pickup truck loads and clean out the back of trucks prior to driving on roadways.

Strategies

To **create awareness**, activities will focus on major promotional channels used to spread the word that there are significant fines for littering and that there is an 800# for reporting littering. Channels include *roadway signage, advertising, publicity, special events* and *collateral and point-of-sale messaging* such as litterbags, posters, as well as reminders on state agency materials.

To **alter beliefs** that littering isn't noticed and that people don't care, additional strategies will need to be implemented, including *letters to litterers (tracked by 800# calls)* signed by Washington State Patrol; *state troopers* asking people during designated litter awareness periods if they have a litterbag and reminding citizens that it's the law; ongoing *publicity* featuring stories of people who get caught littering; imposing and then publicizing (new/more) *community service* penalties for littering; creating demonstration piles of litter, to make what is being collected real; and *vinyl-wrapped vehicles, window decals* and *bumper stickers* as frequent, constant reminders on the road.

To **change behavior**, we will also need to provide *tangible mechanisms* to make it easier to dispose of litter and prevent litter from blowing out. We'll need even more extensive distribution of litterbags, promotions of tarps and cargo nets, availability of disposable cigarette pouches and more (and "cooler") litter receptacles. It is important to note, and is emphasized throughout this plan, that in order to achieve each of these objectives, it will be necessary to implement the

accompanying recommended strategies. As illustrated in the graphics at the end of this summary section, all strategies play a role in “surrounding” the litterer.

Sponsors

The Litter Prevention Campaign has limited funding to produce and run advertising and create and place collateral and retail signage to achieve its awareness goals. Extending the campaign to a wide audience through corporate sponsorships is essential to the campaign’s success. To this end, the Washington State Department of Ecology has formed a marketing partnership with two major Washington broadcast media partners: Belo Marketing Solutions/Northwest and Entercom Inc. The Belo network includes King TV, KONG TV, KRBM TV, KSKN TV, NWCN TV, king5.com and nwcw.com. The Entercom radio network includes KSBG AM/FM, KING FM, KIRO AM, KISW FM, KMTT FM, KNDD FM, KNWX AM, KQBZ FM and the Mariner's Radio Network. Together Belo and Entercom represent the most powerful broadcast network in the state.

Beginning in Q4 2001, Belo Marketing Solutions/Northwest and Entercom sales teams will identify, contact and sign up corporate sponsors who will help underwrite the Litter Prevention campaign elements (advertising placement and collateral production/distribution and placement) between April 2002 and September 2003. Additionally Belo and Entercom will support the campaign with public service announcements, editorial vignettes and web communications throughout the effort.

Partnerships

Litter crosses geographic and jurisdictional boundaries. Departments of Ecology (DOE), Transportation (DOT), Licensing (DOL), Fish & Wildlife (F&W), Natural Resources (DNR), Washington State Patrol (WSP), the Parks & Recreation Commission, and the Governor’s office, as well as a multitude of local governments share responsibilities for a widespread and complex problem. One of the Litter Task Force recommendations¹ was for Ecology to conduct a statewide litter prevention campaign in partnership with other state agencies, local governments and businesses that pay the litter tax. Support and involvement of these stakeholder groups is key to the effectiveness of a statewide campaign. Recommendations for specific joint activities are included in detailed action plans in Section 7.0 of this report.

¹ The Litter Task Force was convened in 1997 to evaluate the state’s litter programs. Representatives from businesses, state agencies and local governments served on the Task Force.

Evaluation

A baseline survey of Washington state residents is planned to measure (1) awareness of stiff fines associated with littering and (2) awareness of the 800# for reporting littering.

Assuming additional strategies to support belief and behavior objectives are implemented, it may also be appropriate to include questions regarding littering behavior in this baseline and follow-up survey. In addition, periodic litter composition surveys could be used to measure changes in targeted categories of roadway litter.

Several additional important measurements of efforts are recommended including quantifiable reporting on: reach and frequency data from media; sponsorship and in-kind contributions; press coverage; numbers of litterbags distributed; and participation levels of other state agencies. Several of these measures will then be combined with other campaign data (i.e. number of signs and associated visibility and traffic) to create overall numbers of campaign “impressions” with target audiences.

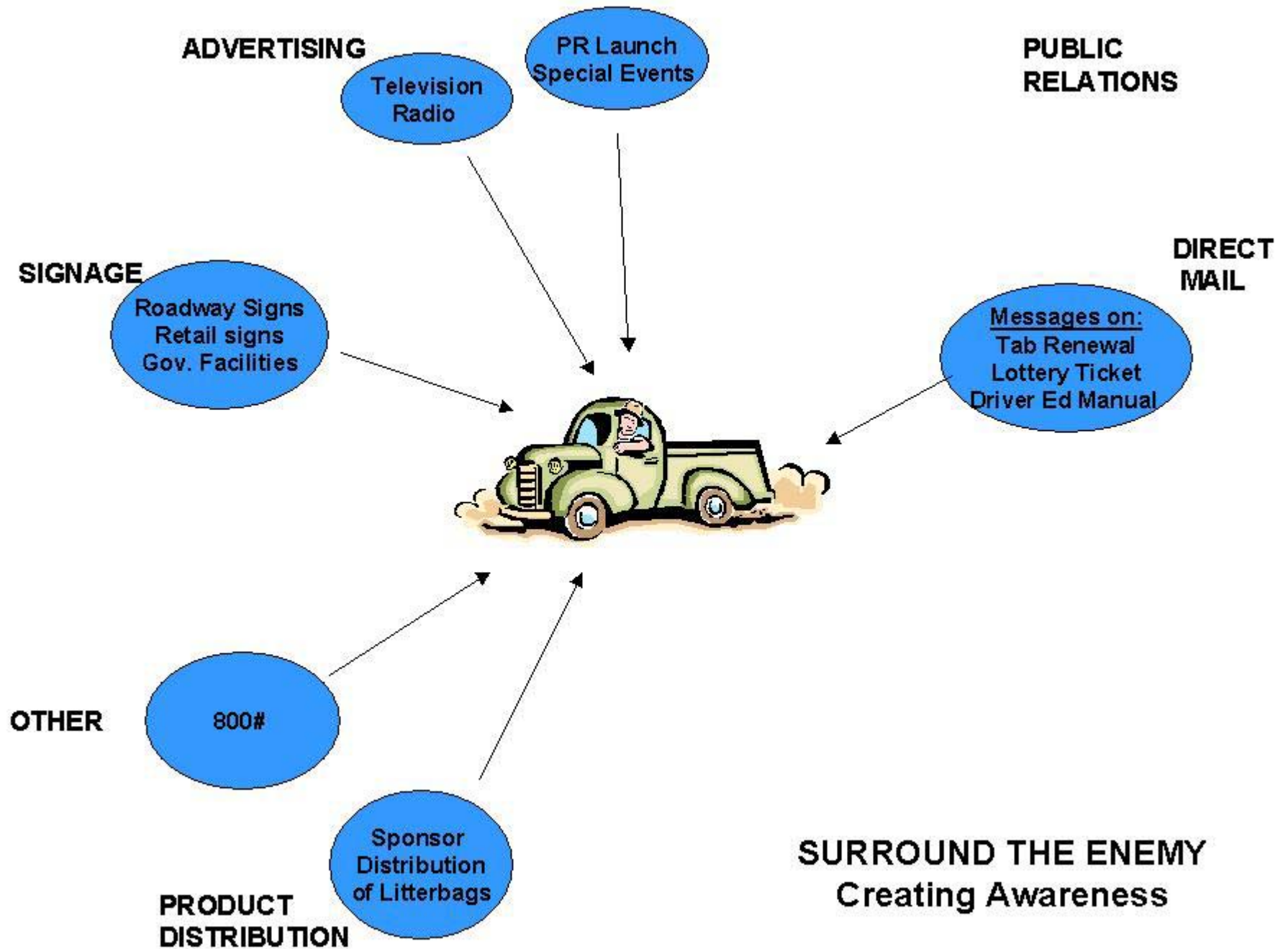
Budgets and Timelines

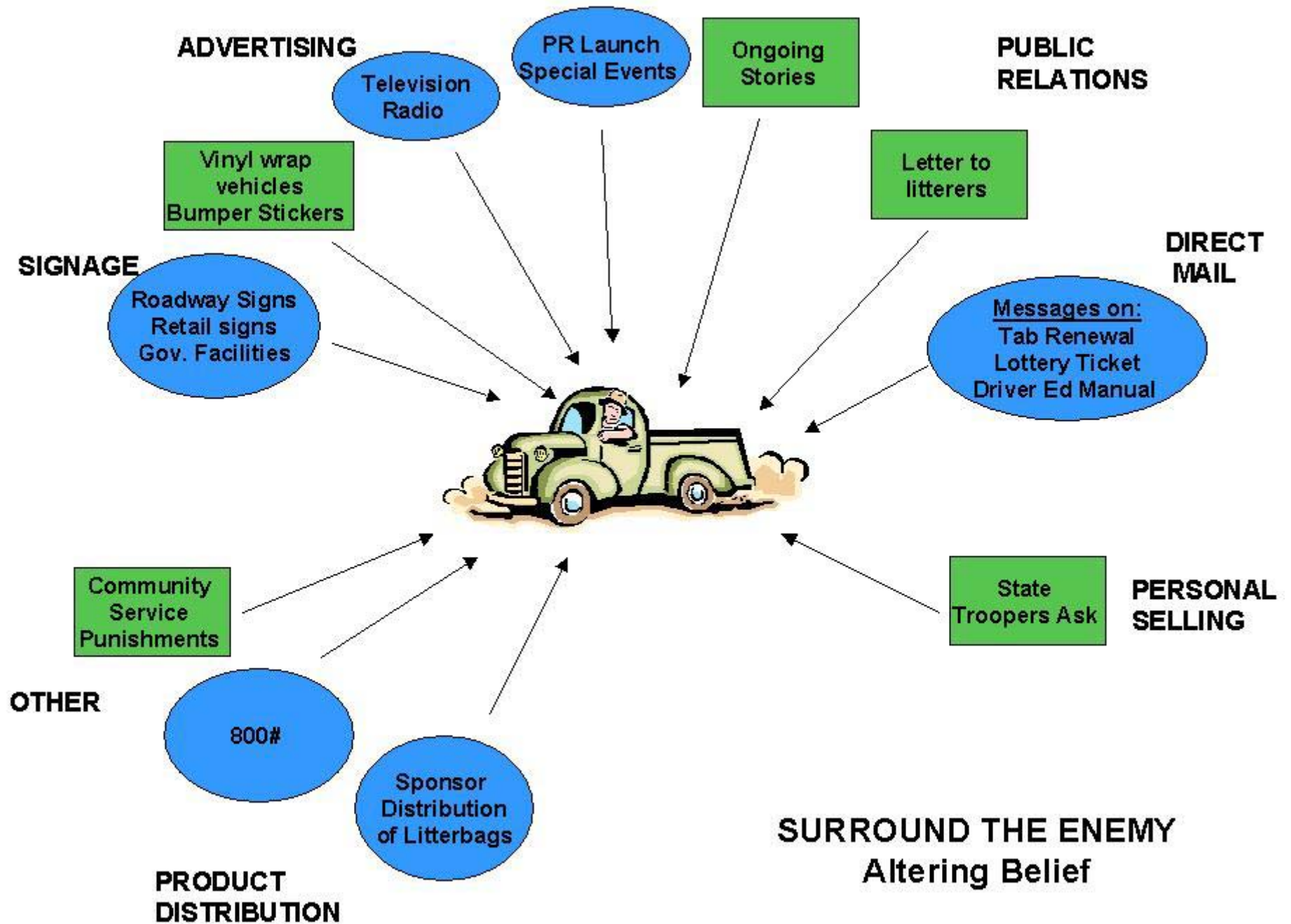
Four phases have been identified for this 3-year campaign and are summarized in the calendar of major activities on page 7. In summary, first year efforts are concentrated on awareness building. Years two and three will sustain this effort, as well as add elements key for belief and behavior change. Major costs will be associated with on-going advertising (television and radio) estimated at \$300,000 per year for placement. (As a point of reference, Texas spends an average of approximately \$1.5 million per year on media buys alone, with a state population of 22 million, or 7 cents per resident. A comparable number for Washington’s 6 million residents is about 5 cents per resident, for the planned \$300,000.) Additional major costs will include roadway signage, signage at governmental facilities (i.e. rest areas, truck weigh stations, vehicle emission testing stations, state recreational areas, etc.) and operating the 800#. Funding for litterbag printing, distribution and retail signage is anticipated to be provided by media partners and corporate sponsors, who will also augment advertising (television and radio) media buys. The campaign will be supported by on-going public relations.

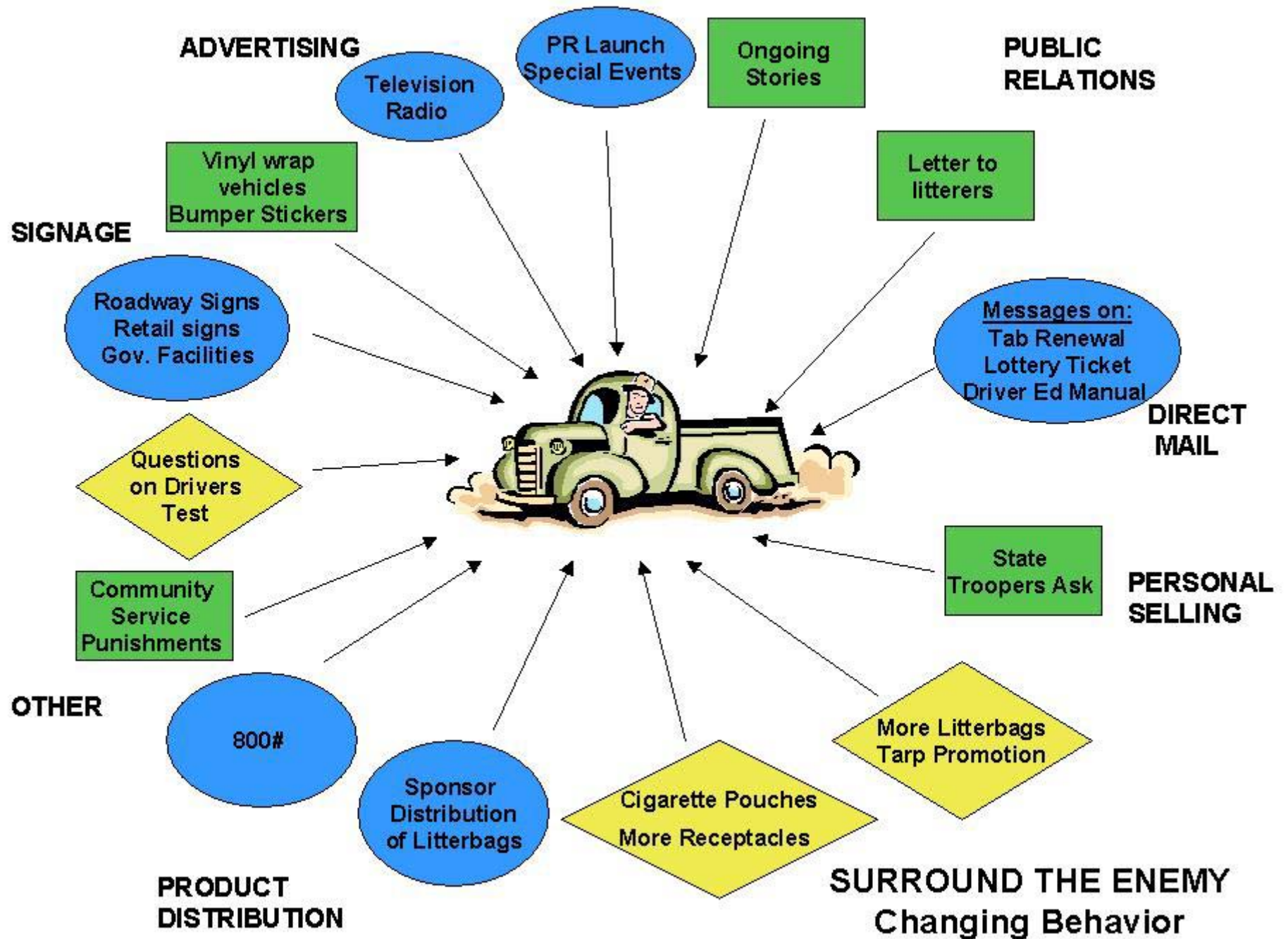
The chart following summarizes the strategies that will be employed as part of the campaign to raise awareness, alter beliefs and change littering behavior.

Summary Action Calendar: Litter Prevention Tactics and Timeline

	PHASE I Plan & Prepro.	PHASE II Production & Launch July 1, 2001 – June 30, 2002				PHASE III Sustain Awareness & Alter Beliefs July 1, 2002 – June 30, 2003				PHASE IV Sustain Awareness & Alter Beliefs and Change Behavior July 1, 2003 – June 30, 2004			
	2Q01 Apr-Jun	3Q01 Jul-Sep	4Q01 Oct-Dec	1Q02 Jan-Mar	2Q02 Apr-Jun	3Q02 Jul-Sep	4Q02 Oct-Dec	1Q03 Jan-Mar	2Q03 Apr-Jun	3Q03 Jul-Sep	4Q03 Oct-Dec	1Q04 Jan-Mar	2Q04 Apr-Jun
AWARENESS STRATEGIES													
Produce TV Spots													
Produce Radio Spots													
Secure Media Partner													
Develop Signage Artwork													
Sponsorship Sales by Belo/Entercom													
Establish 800#													
Operate 800#													
Road Signage Up													
Television Ads On Air													
Radio Ads On Air													
Publicity Launch													
Special Events													
Retail Signage													
DOL Signage													
Emission Control Signage													
Transfer Station Signage													
Message: Tab Renewal Envelope													
Message: Back of Lottery Ticket													
Litterbag Production & Distribution													
Local Agency Tool Kits													
BELIEF STRATEGIES													
Letters to Litterers (800#)													
State Patrol Ask About Bags													
Ongoing sponsorship sales													
Ongoing stories in media													
Demonstration Piles													
Vinyl Wrap Cars/Trucks													
Bumper Stickers													
Community Service Punishment													
BEHAVIOR STRATEGIES													
Broader Distribution of Bags													
Ongoing sponsorship sales													
Tarp Promotions													
Cigarette Pouch Distribution													
More/Cooler Receptacles													
EVALUATION													
BASELINE & TRACK													
LITTER SURVEY													







2.0 SITUATION ANALYSIS

2.1 Background and Purpose

Increased concern over the litter problem was brought to the forefront in 1997 when Ecology convened a Litter Task Force to examine the effectiveness of litter control in Washington State, as it is carried out in accordance with the Waste Reduction, Recycling and Model Litter Control Act (RCW 70.93). Several recommendations were made to the Legislature for improving the existing system and moving toward a standard of zero litter throughout the state. One of the Task Force recommendations was for Ecology to conduct a statewide litter prevention campaign in partnership with other state agencies, local governments and businesses that pay the litter tax.

In June of 2000, Ecology released the results of a yearlong litter study (the first since 1990) that included 3 components:

- Field research and sampling of litter;
- Focus groups with admitted and potential litterers;
- Telephone survey of the general population regarding the litter problem.

This study provided information about litter composition, generation rates, and about littering behavior.

- An estimated 16 million pounds of litter accumulate on state roadways each year (interstates, state and county roads);
- 6 million additional pounds accumulate in public areas, such as state and county parks and recreation areas;
- Only about 25% of the litter on roadways is being picked up by Department of Ecology Youth Corps and Departments of Transportation, Corrections and Natural Resources crews;
- Over \$4 million is spent each year to clean up litter through Ecology programs.

Once the litter study was complete, developing an overall prevention strategy became a priority. In the summer of 2000, Ecology presented the results of the study to various stakeholder groups and discussed appropriate prevention strategies. Development of anti-litter slogans and messages to be delivered through various print, radio, and television media was given the highest priority. In late January of 2001, Ecology entered

into contract with Sharp Hartwig Inc., a media and public relations firm, to help plan and begin implementation of litter prevention campaign that would:

- focus on litter on roadways (interstate, state and county roads);
- reach a broad audience to raise and maintain awareness over time;
- reach targeted audiences engaged in intentional littering with more specific messages;
- raise awareness of the enforcement system and costs for violating litter laws;
- develop a system to measure the effectiveness of the campaign, including a link to overall tracking of litter survey pickup results;
- involve state agencies, local governments, and (litter) tax-paying businesses in both planning and implementation of the campaign.

2.2 Strengths and Weaknesses

Campaign planning began with identification of internal factors that will influence success including resources, the priority of this issue, past efforts, partners and alliances. Results are summarized below and were utilized in developing campaign strategies.

Major Strengths to Maximize:

- Washington State imposes significant fines for littering;
- A majority of citizens desire to be able to “do something” about the litter problem; close to 85% of King County residents indicated they would call an 800# to report littering;
- Existing research on general population attitudes indicates that 51% of Washington State citizens consider litter an important problem; more than a third (38%) consider it a very important problem²;
- Local litter control and county officials are willing to participate in the campaign;
- Ecology Youth Corps participants can carry the campaign message to their peers;
- 1998 litter composition study provided direction for focus, including information that close to 75% of littered glass bottles are alcoholic beverage containers;
- Ecology has placed management priority and focus on litter prevention on roadways;
- Information from the National Soft Drink Association in a 1998 presentation in Washington provides insight into litterers and the litter problem³:

² Washington State Litter Study, Telephone Survey; December, 1999

³ National Soft Drink Association Survey; 1998

- States with comprehensive litter education and abatement programs in place for 5 years or more achieve the highest levels of success in litter reduction;
- 50% of population can be persuaded not to litter; 25% will always litter; 25% will never litter;
- Two thirds of all acts of deliberate littering are done in groups;
- Typical litterers are: 75% male; teens/early 20s; younger in urban areas (12-18 years old) and older in rural areas (18-34 years old);
- About 60% of littering is deliberate;
- Littering is more likely to be perceived as “okay” when there is no sense of property ownership, where someone else will clean it up and in places trash has already accumulated.

Major Weaknesses to Minimize:

- State financial resources to sustain a major media campaign are limited;
- Litter is a multi-jurisdictional problem that crosses geographic and bureaucratic lines. Buy-in from state agencies beyond Ecology may be difficult to get with so many competing priorities;
- Lack of standard fines for specific littering acts throughout the state;
- Lack of enforcement;
- Lack of a consistent ordinances across the state regarding covering loads;
- Lack of adequate, visible litter containers in public areas;
- Although illegal dumping is perceived as one of the major problems for counties, dumping wasn’t measured in the litter composition survey;
- Currently there is no coordinated effort between schools for litter prevention education;
- Potential sponsors typically already have 2001 budgets in place;
- Current state litterbags have out of date graphics and information.

2.3 Opportunities and Threats

External forces that will influence success or failure were also identified.

Opportunities to Take Advantage Of:

- Litterers are not aware of fines and how significant they are;

- Cultural norm in Washington is not to litter, with an estimated 75% of citizens rarely littering on roadways⁴;
- Terms “litter” and “litterer” have negative connotations;
- Strong environmental ethic and agenda for many citizens in the state;
- Major corporations who are “part of the problem” are potential campaign sponsors: fast food, alcohol, tobacco, minimarts, etc.;
- Other states (i.e. Texas) achieved litter reduction from increased public awareness and enforcement of fines (i.e. Texas claims a 72% decrease in litter in the first six years of their campaign);
- Concern for public health and wildlife is high in Washington;
- Reporting and/or not littering provides a “good citizen” opportunity;
- General public not aware of the magnitude of the litter problem since much of it is picked up on roadways (out of sight, out of mind);
- General public would most likely be appalled by true amount and nature of litter.

Threats to Prepare For:

- Although the vast majority of citizens are concerned about litter, only about a third consider it a very important issue relative to other public agenda items;
- A significant amount of litter gets picked up and is therefore not seen;
- Litterers are not motivated by environmental concerns;
- Messages to litterers who have entrenched attitudes of self-entitlement, rebellion and arrogance will need to be carefully crafted in order not to actually increase littering behavior.

2.4 Past Efforts in Washington State

Washington State has not conducted a statewide, long-term public awareness campaign for litter reduction in over ten years, especially one with significant funding and multi-jurisdictional involvement.

There have been, however, more than a dozen targeted campaigns and efforts at local levels (i.e. Help Us in a Cover Up) and singularly focused campaigns (i.e. Bag Your Litter As Well As Your Game) to reduce litter in the past two decades. A list of campaign themes and slogans follows:

⁴ Washington State Litter Study, Telephone Survey; December, 1999

- Pack It Out (1982-1987);
- Unsecured Loads (1983-1985);
- Bag Your Litter As Well As Your Game (1984);
- Keep Winter White (1984);
- Spring Rally (1984);
- Countdown to Earth Day (1993-1997);
- Help Us in a Cover Up (1986);
- Dispose of Litter Properly (1986);
- Don't Splash Your Trash (1985-1987);
- Litter is No Mystery (1984);
- Seven Sources of Litter (1986);
- Stow It Don't Throw It (1988);
- Don't Waste Washington (1989).

There have been two noteworthy efforts in Washington State related to use of an 800# for reporting of littering:

- The state managed a Litter Hotline from 1988-1995. There were some complaints from citizens claiming they had not littered. Program effectiveness was also questions, given the lack of ability to enforce fines and laws.
- Lewis County has had a "Dump Stoppers" program since 1992 that encourages reporting of illegal dumping. An 800# allows callers to remain anonymous, and they are eligible for a \$1000 reward if the perpetrator is found. The county reports a 47% "solve rate", where they are able to determine the perpetrator. The "narc" factor is cultivated through media stories. The County considers this to be a very successful program.

Finally, as a point of reference relative to citizen 800#s for reporting concerns, the Department of Transportation has an 800# for reporting single occupant vehicles using the HOV lanes (Be-a-Hero Line). In 1994, when the line was launched, 22,000 calls were received; calls have doubled to more than 40,000 calls in the year 2000. Calls average more than 100 per day. DOT provides anecdotal evidence that the Be-a-Hero line has been successful in raising awareness that HOV lanes are for use only by vehicles with multiple occupants.

2.5 Lessons From Other States and Countries

A review of anti-litter campaigns in other states and countries provided ideas for campaign strategies, important information on littering awareness and attitudes, and target market profiles. The following summary highlights findings that guided strategic planning. *More detail on each of these campaigns is included in Section 8.1 of the Appendix of this report.*

The state of Texas is what many would call a “best practice” model for reducing litter. During the first six years of the campaign, visible litter on Texas roadways decreased by 72%. Highlights of their effort of particular interest for Washington include the following:

- They developed a memorable slogan “Don’t Mess With Texas” and used famous entertainers such as Willy Nelson, Waylon Jennings and LeeAnn Rimes to launch and sustain the campaign;
- Texas developed a Partners Program that included contributions and participation from businesses, schools and government agencies to reinforce the campaign’s litter prevention messages. Partners include HEB grocery stores, Coca-Cola, Dairy Queen, McCoy’s Building Supply Centers, Gulf States Toyota and student governments at universities;
- The first phase of their campaign focused on rallying the interest of all citizens of the state (“Don’t Mess With Texas”), and at the same time sent targeted messages to their most frequent litterers: 18-34 year old males;
- Targeted messages stressed stiff fines of up to \$500 for littering and up to \$2000 for dumping debris weighing over 15 pounds;
- Texas incorporated litter prevention information in driver’s education and license renewal information.

Campaigns in Australia, West Virginia, North Carolina, Arizona and Oklahoma were also reviewed. Key lessons learned from their efforts and incorporated into campaign planning for Washington include the following:

- Australia experienced success with a focus on enforcement and fines. They provided training and support for councils, government agencies and community organizations including a **tool kit** with press releases, bin stickers, posters, newspaper ads, training manuals, logos, and multicultural ads. They developed a useful segmentation model that divided the market relative to littering as:

- Non litterers;
 - Inconvenients: (people who believe) littering is easier than not littering;
 - Ignorants: (people who are unaware of the damage);
 - Willful arrogants: (people who litter in places already trashed);
 - Anti-establishments: (people making a rebellious statement).
- West Virginia reported that a message that **you could get a ticket** got the attention of deliberate out-the-car-window litterers and that littering needs to be seen as **socially unacceptable**;
 - North Carolina reported success from a **Swat-A-Litterbug website** for reporting littering; they shared that the **media loves to write stories on statistics** from the web site;
 - North Carolina included **lessons and quizzes in driver education** and included handbooks funded by the National Soft Drink Association;
 - Arizona conducted extensive research that revealed **typical litterers** have **less identity** with communities; **do not recycle**; participate less frequently in outdoor recreation; and **aren't concerned with litter because it gets picked up**. Their recommendation is to **emphasize that most people don't litter** and that **most people disapprove of it**. They provided research that segmented the market, relative to littering;
 - Okalahoma uses an **800 number for reporting litterers**. They position it as "polite peer pressure; not a ticket but a request;"
 - To reduce lit cigarette debris, Idaho has a roadway signage program that tells litterers, "Don't be a guberif!" That's "firebug" spelled backwards.

2.6 Major Constituent Groups

One of the Litter Task Force recommendations was for Ecology to conduct a statewide litter prevention campaign in partnership with other state agencies, local governments and businesses that pay the litter tax.

During the initial planning process, state agency support was solicited for the campaign. Ecology staff and consultants conducted a Litter Summit in April of 2001 with 22 state agency representatives. Ecology and the consultants presented draft plans for a statewide public education campaign. Each agency was asked to support the effort. "Ask" letters with specific actions from each agency are included in Section 8.6 of the Appendix. Ecology staff will need to follow up these requests over the course of the campaign and

continue to solicit on-going support and involvement from a broad-based constituency of both state agencies and local governments. Litter is truly a statewide problem: one that requires all to pitch in.

State Agencies Invited to Support Anti-Litter Efforts

- Department of Transportation
- Washington State Patrol
- Department of Licensing
- Department of Natural Resources
- Department of Fish and Wildlife
- Parks and Recreation Commission
- Washington State Lottery
- Governor's Council on Environmental Education
- Office of Trade & Economic Development – Washington Tourism
- Washington State Jail Industries Board
- Washington Traffic Safety Commission

Other Stakeholders Who Share Litter Concerns or Responsibilities

Litter Taxpayers

Wholesalers, retailers and manufacturers of these products, subject to the litter tax:

- Food for human consumption
- Groceries
- Cigarettes and tobacco products
- Soft drinks and carbonated waters
- Beer and other malt beverages
- Wine
- Newspapers and magazines
- Household paper and paper products
- Glass containers
- Metal containers
- Plastic or fiber containers made of synthetic material

- Cleaning agents and toiletries
- Nondrug drugstore sundry products

Nonprofit Organizations and Issue-Based Organizations

- Washington State Recycling Association
- Washington Association of Counties
- Washington Association of Cities
- Washington Forest Protection Association
- State Solid Waste Advisory Committee
- Washington Refuse and Recycling Association

3.0 TARGET AUDIENCES AND ATTITUDES

3.1 Target Audiences

Our strategies will be created to reach two separate audiences for the campaign: litterers and non-litterers.

The five major market segments that make up litterers (creating the majority of intentional litter on roadways) include:

- *People who toss cigarette butts out the window;*
- *People who toss alcoholic beverage containers out the window;*
- *People who toss food wrappers and other beverage containers out the window;*
- *People who drive pickup trucks and are not properly covering and securing their loads;*
- *People who are not cleaning out the back of their pickup trucks prior to driving on roadways.*

Demographically, most research indicates that litterers tend to be *young (16-35), single, and males*. Psychographically, using the Australian attitudinal segmentation model mentioned earlier, we are targeting those litterers “most ready to change” (*“Inconvenients”* and *“Ignorants”*) versus those least likely to change their behavior (*“Willful Arrogants”* and *“Anti-Establishments.”*) It is assumed that these psychographic targets align with the 50% of motorists described in the National Soft Drink Industry Association’s segmentation model as those who *“can be persuaded not to litter.”*

Messages will also be aimed at **non-litterers traveling on Washington State roadways.**

3.2 Audience Attitudes

Research efforts were conducted in the months of February and March 2001 to further explore knowledge and attitudes towards littering among the key audiences identified above. This formative research was conducted in order to develop key strategies and messages for the campaign to be directed at litterers, as well as non-litterers. A full, detailed report is available in the Appendix of this report and under separate cover. In summary:

- A general public survey (400 residents in King County) indicated that 85% of adults would be interested in using an 800# to report littering. Reporting was seen as a positive way citizens could “do something” about the litter problem. About half of these citizens said they would use a web site instead of, or as well as an 800# to report littering;
- A summary of focus group findings and surveys of high school and college age litterers appears on the following page. These perceptions of reasons for littering and strategies to prevent littering were used to develop campaign strategies.

UNDERSTANDING LITTERING BEHAVIOR

This summary provides findings from focus groups conducted with each of five littering groups, along with interviews with high school and college students who admitted to littering on roadways. A detailed report of formative research findings is provided in Section 8.3 and 8.5 of the Appendix.

	WHY LITTER?	WHAT WOULD PREVENT?
CIGARETTES	<ul style="list-style-type: none"> • Don't want car to smell • Don't want ashtray mess • It's in my left hand, next to the window • I'm lazy/It's easy 	<ul style="list-style-type: none"> • Believing I will get caught and fined • Knowing the fines • Having to pick up litter as a punishment • Seeing piles • Knowing of harm/danger to others • Having a container that would prevent smell and mess
ALCOHOLIC BEVERAGE CONTAINERS	<ul style="list-style-type: none"> • Don't want to be caught with open container • Don't want a DUI • Fun/cool/drunk 	<ul style="list-style-type: none"> • Believing I will get caught and fined • Knowing the fine could be \$450 • Having to pick up litter as a punishment • Having more trash receptacles and litterbags available • Don't penalize for open containers
FOOD WRAPPERS AND OTHER BEVERAGE CONTAINERS	<ul style="list-style-type: none"> • Lazy/easy to do • Don't want mess/smell in my car • Don't have a (good) litterbag 	<ul style="list-style-type: none"> • Believing I will get caught and fined • Knowing the fine could be \$450 • Having to pick up litter as a punishment • Having more trash receptacles and litterbags available • Knowing harm this could do to the environment • An 800 number for people to report littering
NOT COVERING LOAD	<ul style="list-style-type: none"> • Think its secure/good enough • Too busy/in a hurry • Tarps not right size/don't work 	<ul style="list-style-type: none"> • Believing I will get caught and fined • Seeing piles of litter • Better/free tarps • Being more aware of danger to others
NOT CLEANING OUT BACK OF PICKUP TRUCK	<ul style="list-style-type: none"> • In a hurry/don't have time • Don't think about it • Don't think my stuff is much of a problem 	<ul style="list-style-type: none"> • Believing I will get caught and fined • Having more trash receptacles and litterbags available

4.0 CAMPAIGN OBJECTIVES

4.1 Short-Term Awareness Objective

We want people traveling on Washington State roadways:

- ***To know there are significant fines associated with littering;***
- ***To know there is an 800# for reporting littering.***

The primary objective of this campaign in the short-term is an awareness objective and is the same for litterers and non-litterers.

4.2 Long-Term Belief Objective

We want litterers to believe their littering will be noticed and they could be caught.

Awareness of fines alone is not expected to change littering behavior significantly.

Research findings conducted for this campaign indicate litterers also need to believe that others care about their littering and that they could get caught.

4.3 Longer-Term Behavior Objectives

Components of this plan have been developed and are recommended in order to achieve the following behavior objectives for the key littering segments identified earlier. As will be pointed out in sections dealing with strategy, achieving these objectives rely on multi-jurisdictional participation, increased funding, and a sustained commitment.

- ***To keep and use a litterbag in cars and trucks;***
- ***To properly dispose of cigarettes in ashtrays or other containers;***
- ***To cover and properly secure loads in the back of pickup trucks;***
- ***To clean out the back of pickup trucks before traveling on roadways.***

4.4 Additional Measures of Success

As will be presented in the Evaluation Section of this plan, additional indicators will also be used to measure campaign efforts including:

- Levels of engagement of state agencies;
- Levels of engagement of partners and public/private partnerships;
- Consumer impressions, measured by reach and frequency, traffic count measures and distribution of litterbags and collateral.

In order to create realistic and honest expectations of outcomes from this campaign, two additional points are worthy of elaboration:

- Numbers of calls to the 800# are not being used as an indicator of “success” or “failure” of the campaign. The primary purpose of the 800# is to send a message to litterers that other people care and may be watching. Secondly, it is to give concerned citizens an opportunity to report littering. Finally, for those who do get letters from Washington State Patrol, communication by mail provides a personal and powerful mechanism for ensuring litterers know laws and fines.
- In order to achieve belief and behavior objectives outlined above, strategies presented in Sections 5.2 and 5.3 will need to be implemented. They rely heavily on participation of other state agencies, and are necessary to sustain a high level of awareness over at least five years. It is not anticipated that awareness-building strategies alone in Section 5.1 are sufficient to influence the desired behaviors.

5.0 STRATEGIES

5.1 Creating Awareness of Fines and 800#

Major promotional channels used to spread the word that there are significant fines for littering and that there is an 800# for reporting littering include roadway signage, advertising, publicity, special events and collateral messages on litterbags and at point-of-sale. To extend a limited budget, a piggy-backing strategy to get litter messages disseminated on existing state agency materials such as lottery tickets, tab renewal envelopes, in driver's education manuals, etc., will also be employed. Media and corporate partnerships will be aggressively pursued to help pay the cost of getting the word out to the entire state.

800#

A key strategy for the campaign is re-instituting an 800# for use by Washington citizens to report littering. Set-up will include identifying an available (and desirable) number; confirming use of Department of Licensing database; developing a warning letter from Washington State Patrol; and solidifying a contract for telephone services. As indicated in the implementation plan, this will need to be in place by March of 2002.

Signage

Roadway signage and retail signage are critical communication elements because they provide vehicles for reaching people at the scene of the crime: either when they're littering or when someone has a chance to report the act of littering. DOE, DOT, and other sponsors will work together to ensure that 800# signage is posted by March of 2002 for the campaign launch. Locations include:

- Roadway signs on interstate, state and county roads;
- Retail signage: fastfood, minimarts, gas stations, liquor stores;
- Signage at licensing offices;
- Signage at vehicle emission testing stations;
- Signage at transfer stations and landfills;
- Signage at truck weigh stations;
- Signage at rest areas, parks and recreational areas.

Advertising

A paid advertising schedule will begin to run in March 2002, and will run through 2003. State-paid advertising will be augmented by corporate sponsored advertising sold by media partners, Belo, Inc. and Entercom in the last quarter of 2001 for placement in 2002/2003. Advertising venues include:

- Television ads;
- Radio ads;
- Web site banner ads;
- Outdoor (if sponsored);
- Print ads (if sponsored).

Public Relations

A two phased public relations approach will be used. The first launch phase will establish the campaign; an on-going going publicity effort will sustain the campaign. Public relations activities include:

- Publicity launch;
- Statewide campaign committee;
- News media launch kits;
- Editorial visits;
- Newspaper columns;
- Corporate and organization newsletter articles;
- Special events;
- Annual press conference;
- On-going feature articles/talk radio shows.

Collateral

Corporate sponsors will be sought to help produce and distribute litter bags, collateral materials and point-of-purchase reminders to communicate the campaign messages, fines and 800#. Corporate sponsored collateral is intended to be distributed from the campaign launch through 2003. In addition, state agencies will be solicited for assistance in promoting the campaign theme and extending the campaign message on materials

already being printed by the state. Reminders on lottery tickets, license tab renewal envelopes, trash receptacles, state agency web sites, etc. all provide a low-cost way to get the message out to Washington citizens.

5.2 Altering Beliefs

Formative research with litterers in focus groups and self-administered surveys made it clear that litterers don't really think anyone notices their littering and don't believe they will get caught. Yet getting caught or believing that someone else will report them is the thing most likely to change a litterer's behavior. The following strategies, relying heavily on increased State Patrol enforcement, are viewed critical to convincing litterers that people do notice and care and that there is a high likelihood of being caught:

- Letters to litterers signed by the Washington State Patrol;
- Increased "litter emphasis" periods by Washington State Patrol in which troopers ask people during routine stops if they have a litterbag and remind people it's the law;
- Ongoing publicity featuring stories of people who get caught littering;
- Imposing and then publicizing community service penalties (serving on a litter crew) for littering;
- Demonstration piles of litter to raise awareness of the volume of litter being collected;
- Vinyl wrap vehicles or decals on Ecology vehicles;
- Bumper stickers with campaign message on Ecology and other state agency vehicles.

5.3 Supporting Desired Behaviors

Influencing our target audience to stop littering will also need to be supported by providing tangible mechanisms that make it easier for people to dispose of litter and prevent litter from blowing out of cars and trucks.

Ecology staff and the Belo/Entercom sales forces will concentrate on identifying and securing sponsors for litterbags and disposable cigarette pouches in 2002. Efforts in 2003 will expand to include tarps and cargo nets as well as distribution of additional trash receptacles. The following are based on comments from litterers in focus groups and are recommended for serious consideration:

Litterbags: Increased Distribution

In addition to litterbag distribution at sponsor sites (i.e. fastfood restaurants and gas stations), Ecology staff should seek to make litterbags available at more locations, including the following:

- Gas stations, fastfood restaurants, minimarts not covered by paid media sponsors;
- State agencies/staff: state patrol cars, emission testing stations, licensing facilities, transfer stations and landfills, lottery sites, truck weigh stations, fish and wildlife areas, state parks and recreation areas;
- Distribution at sports events, truck shows, auto shows, concert venues, fairs;
- Distribution at strategic locations associated with driving: car rentals, car washes, automotive supply stores, etc.

Tarps and Cargo Nets: Promotion and Distribution

To address the problem of truck-bed blow out and debris scattered by truck drivers who fail to cover or secure their loads, it appears that better systems are needed. An additional important activity will be to secure retailers and manufacturers to promote and display tarps and cargo nets. Coupons for discounts on these items could be distributed at retail locations, at transfer stations and at additional sites mentioned below. These promotions would ideally include devices such as cargo nets (or something similar) that respondents said would be more adequate for securing their loads. Recommended partners and locations for promoting and selling tarps and/or coupons include:

- Retailers (i.e. Costco, Fred Meyer, etc.);
- Truck dealers;
- Truck rental agencies;
- Parts and maintenance services;
- Transfer stations and landfills.

Disposable Cigarette Pouches

Preliminary discussions indicate that Philip Morris provides disposable cigarette pouches for a nominal fee. Ecology should explore opportunities to distribute these pouches for motorists frequenting:

- Gas stations;
- Fastfood restaurants;
- Mini-marts;
- Lottery points-of-sale;
- Parks, recreation areas, beaches;
- Rest areas.

Receptacles: Cool and More

Development and distribution of receptacles for litter imprinted with campaign messages and graphics should be explored. Focus group respondents indicated a need for more strategically located receptacles. An audit of current accessibility and availability should be conducted. Respondents indicated the most convenient and logical locations for them would be:

- Gas stations;
- Mini-marts;
- Fast food restaurants;
- Rest areas.

5.4 Key Messages and Creative Strategy

A more detailed document outlining the campaign's creative strategy and samples of all creative concepts are included in the Appendix, Section 8.2 of this report. In summary, key campaign messages focus on **making people aware that there are significant penalties for littering and that they can report it by calling an 800#.**

Specific litter fines to be emphasized include:

- \$950 for tossing a lit cigarette;
- Up to \$171 for driving with an uncovered load or having trash blow out of a pick-up;
- \$95 for driving without a litter bag.

Creative Rationale

Reaching litterers – a typically young, entrenched group of people who know that they are engaged in socially unacceptable or illegal behavior – is tricky. Formative focus groups with intentional litterers confirmed that littering is a selfish act. Littering was also cited

as a rebellious act. Environmentally positive messages or pleas that attempted to instill guilt or remorse for the harmful effects of littering did not resonate with this group. In fact, guilt messages turned off this group and risked hitting their rebellious hot buttons, which encouraged them to litter more.

As part of the campaign planning, three different creative campaigns were conceived by the consultant creative team. Two campaigns were selected for creative testing with focus groups comprised of both litterers and non-litterers. The creative campaign that sparked the most attention and made litterers “stop and think” was the campaign that mostly clearly conveyed the message of **stiff fines and punishments associated with littering**. Litterers were uniformly surprised by the magnitude of Washington litter fines. They were also concerned about the possibility of getting caught when they were shown that an 800# could provide an avenue for reporting.

In light of these findings, the campaign slogan, **Litter and It Will Hurt**, was selected as the umbrella theme for all communications. It was the theme that resonated the best with focus group respondents and it was the theme judged to have the greatest longevity for a sustained public education campaign meant to extend over three to five years.

A comprehensive series of television, radio, print, outdoor messages were conceived to quickly and clearly communicate the message of fines and an 800#. To drive home the punishment theme, the campaign creative approach utilizes three iconoclastic and attention-getting spokespeople: members of the 15th century Inquisition (Torquemada and his henchman) who have come back to “help” rid Washington State of vile litterers. Unfortunately, the State is not interested in the Inquisition’s draconian measures since Washington already has stiff fines in place. Much like the British comedy troupe, Monty Python, did in the 1970s, this campaign uses Torquemada and his helpers as comic foils to get out an anti-littering message in an engaging and humorous fashion.

It is envisioned that the Inquisitor characters will appear in TV and radio spots and make public appearances in the public relations launch of the campaign. The characters will also make appearances around the state at a variety of special events to provide a visible focus for news coverage on punishments associated with littering.

In addition to broadcast, print and outdoor elements, a comprehensive series of messages designed to reach litterers “at the scene of the crime” was also created. Layouts were developed for roadway signage; signage at licensing facilities, vehicle emission testing centers, truck weigh stations, transfer stations and landfills, etc.; environmental prompts

at gas stations, mini-marts, convenience stores and liquor stores; litterbags; bumper stickers, window decals, etc. Collateral and point-of-sale elements communicate specific fine amounts, the campaign theme and provide a place for publicizing the 800#.

5.5 Media Partnerships and Corporate Sponsors

The Litter Prevention Campaign has limited funding to produce and run advertising to achieve our awareness goals. Extending the campaign to a wide audience through corporate sponsorships is critical to the success of our efforts. To this end, the Washington State Department of Ecology has formed a marketing partnership with two major Washington broadcast media partners: Belo Marketing Solutions/Northwest and Entercom Inc..

Beginning in Q4 2001, Belo Marketing Solutions/Northwest and Entercom sales teams will identify, contact and sign up corporate sponsors who will help underwrite the Litter Prevention campaign elements (advertising and collateral production/distribution) between the launch of the campaign in April, 2002 through September, 2003. Additionally Belo and Entercom will support the campaign with public service announcements, editorial vignettes and web presence throughout the effort.

Beyond sponsoring placement of advertising messages, corporate sponsors will be asked to distribute campaign collateral (litter bags, disposable ashtrays, tarps, etc.) plus post "retail level" signage, and point-of-sale materials. The goal is to secure significant exposure for the campaign in materials that live beyond the media campaign.

Potential sponsors and their contact information are listed in the Appendix, Section 8.7.

5.6 Partnerships with Other State Agencies and Local Government

Many strategies outlined for this campaign in Section 5.1 – 5.3 also rely heavily on partnership with other state agencies. Several general requests that have been identified for state agencies include having representatives at campaign kick-off events, including anti-litter messages in communications (i.e. newsletters and websites), and distribution of litterbags. In addition, specific requests for support were made with individual agencies listed below and appear in the Appendix of this report, Section 8:

- Department of Transportation;
- Washington State Patrol;

- Department of Licensing;
- Department of Natural Resources;
- Department of Fish and Wildlife;
- Parks and Recreation;
- Washington State Lottery;
- Washington Traffic Safety Commission;
- Governor's Council on Environmental Education;
- Office of Trade & Economic Development – Tourism;
- Washington State Jail Industries Board.

Local government agencies will be provided with **tool kits** to assist in a variety of campaign activities including: distribution of litterbags, posting of collateral and signs, and issuing press releases. A planning session to receive input from these agencies to clarify needs and support is recommended in late 2001, prior to developing final tool kits.

5.7 Public Relations Strategies and Tactics

The following plan proposes publicity support for the marketing and advertising components of the litter prevention campaign. A n effort in two phases is recommended: Activities directly supporting the campaign kickoff (early April 2002), and long-term, recurring activities that continue to promote the message that littering hurts throughout the life of the campaign.

Statewide Campaign Committee

The consultants will work with DOE to identify and recruit individuals statewide to serve on a committee that would oversee and support campaign activities. The committee would meet approximately four times yearly to review campaign materials, and act as local spokespersons in their respective communities. Either DOE or the Governor would appoint members.

Potential sources for committee members include:

- Local business and community leaders;
- Legislators;
- Influential citizens;
- Washington State Patrol;

- Media;
- Potential sponsors—fast food restaurants representatives, beverage distributors, auto dealers etc.;
- Representatives from sports franchises.

News Media Kits

Kits will be distributed prior to the news conferences, during the week of the campaign launch (mid-April 2002). The consultants will produce and mail information kits statewide to editors, news directors and environmental reporters. Kit includes (tailored to particular audience):

- Introduction letter;
- Proclamation by Governor;
- Fact sheets;
- Advertising/promotional materials;
- Op-ed piece;
- “B” role for television stations.

News Conferences

All events would take place during the week of the campaign launch (mid-April 2002). Seattle, Spokane and Yakima should be scheduled first, with Tri-Cities, Olympia and Vancouver following.

The consultants will develop, organize and staff press events in major media markets statewide during the week of the campaign kick off. Television ads will be previewed, Inquisition character(s) will be introduced and potentially, local committee members, DOE spokesperson and WSP will be included, if possible. The events would be location specific and include:

- Seattle;
- Spokane;
- Tri Cities;
- Yakima;
- Olympia;
- Vancouver.

Newspaper Visits

These visits will take place in the months following the week of the launch and are on-going. The goal is to continue media attention, specifically in markets with major daily newspapers but without TV.

The consultants will approach major daily newspapers around the state in markets without TV, and meet with editorial boards or appropriate news staff to pitch anti-litter campaign. Local statistics and stories would be highlighted and local committee members would attend. Cities include:

- Wenatchee (*Wenatchee World*);
- Vancouver (*The Columbian*);
- Bellingham (*Bellingham Herald*);
- Mount Vernon (*Skagit Valley Herald*);
- Bremerton (*Bremerton Sun*);
- Port Angeles (*Peninsula Daily News*);
- Aberdeen (*Daily World*).

Special Newspaper Columns

These efforts would be on-going during the second and third years of the campaign. The consultants will ghostwrite columns for submission to smaller newspapers around the state. We would research a list of potential columnists—examples include:

- Don Brunnell, Assoc. of Washington Business (column in weekly newspapers);
- Governor's column (runs occasionally in weekly newspapers).

Company/Organization Newsletter Articles

These efforts would be on-going throughout the second and third years of the campaign. The consultants will compile a distribution list, target authors, draft and submit guest articles tailored to the publication's audience. The focus would be on publications whose readers are our target audience (young, drivers). Examples include:

- Boeing News;
- Costco News;

- Labor union newspapers;
- Credit union newsletters;
- AAA Newspaper;
- *Waste News*;
- *WasteAge*;
- *The Stranger*;
- *The Reporter*.

Events

This would be a recurring item that will be coordinated in conjunction with the marketing activities and media partners' efforts. Potential activities should be explored in fourth quarter 2001 and introduced in April, 2002. The consultant will support the media partners and sponsors to work with groups sponsoring large public gatherings or those that attract a great deal of drive-through traffic. We will feature appearances by personalities from TV spots or other campaign spokespersons at these large gatherings. Potential partners include:

- Mariners;
- Seahawks;
- Huskies;
- Cougars;
- Sonics;
- Fast food restaurants;
- Auto and truck shows;
- Convention and Visitors Bureaus;
- Fairs;
- Local media.

Annual Press Conference

This would also be a recurring item. Events would take place annually in April 2003 and 2004. The consultant will develop, organize and staff an annual press event to report on progress made on litter control in Washington State. Any new television ads would be introduced, and major media TV markets would be targeted (as with the launch press events).

Ongoing feature articles/talk radio

Also a recurring item. Activities would potentially start in late May 2002 (beginning of the summer travel season). The consultant will monitor opportunities and prepare spokespersons for both talk radio and print articles that focus on “true” litter stories that highlight how littering hurts. Stories could include fires caused by lit cigarettes, injuries from littering, people getting fined, etc. The Ecology Youth Corps and the community service angle could be highlighted.

Summary of Strategies: Litter Prevention Campaign

AWARENESS	BELIEF	BEHAVIOR
Key Strategies To Create Awareness	Strategies to Add To Get Them to Believe	Strategies to Add To Change Behaviors
Signage: <ul style="list-style-type: none"> Roadway signs Retail signs Vehicle emission test stations Licensing facilities Transfer stations and landfills Weigh stations 	Signage: <ul style="list-style-type: none"> Additional placement of retail signs Additional signs on Interstate, state and county roads 	Signage:
Advertising: <ul style="list-style-type: none"> Television Radio Outdoor: Billboard (with sponsor) Print ads (with sponsor) 	Advertising: <ul style="list-style-type: none"> Continuation of media placement Vinyl wrap vehicles Bumper stickers 	Advertising: Continuation of media placement
Public Relations: <ul style="list-style-type: none"> PR launch Special events Torquemada appearances: <ul style="list-style-type: none"> Sports events Auto Shows Concerts 	Public Relations: <ul style="list-style-type: none"> Ongoing stories of people who are caught littering Ongoing stories of EYC or other crew “findings” Demonstration piles 	Public Relations: <ul style="list-style-type: none"> On-going publicity of campaign results On-going publicity around people who are caught littering On-going publicity around community service punishments
Direct Mail/Collateral: <ul style="list-style-type: none"> Letter to litterers Sponsor-paid point-of-purchase messages Messages on state agency materials 	Direct Mail/Collateral: <ul style="list-style-type: none"> Ongoing letter to litterers Sponsor-paid point-of-purchase messages Messages on state agency materials 	Direct Mail/Collateral: <ul style="list-style-type: none"> Ongoing letter to litterers Sponsor-paid point-of-purchase messages Messages on state agency materials
Personal Selling:	Personal Selling: <ul style="list-style-type: none"> State troopers ask about litterbags during emphasis period 	Personal Selling:
Product Distribution: <ul style="list-style-type: none"> Sponsor distribution of litterbags 	Product Distribution: <ul style="list-style-type: none"> Sponsor distribution of litterbags 	Product Distribution: <ul style="list-style-type: none"> Litterbags in additional locations Promotion of tarps, including coupon distribution Availability of cigarette pouches More, “cool” litter receptacles
Other: 800# for Reporting Littering Statewide Campaign Committee	Other: Community Service Punishments Increased/Publicized	Other: Questions on Drivers Test

6.0 EVALUATION PLAN

Campaign evaluation will include two components: **outcome measures** and **process measures**. Separate plans have been designed for measuring awareness, belief and behavior outcomes.

OUTCOME MEASURES

Awareness Objectives

A baseline survey of 600 Washington state residents ages 18+ is planned to measure (1) awareness of stiff fines associated with littering and (2) awareness of the 800# for reporting littering. This survey can be conducted using Market Trends Opinion Monitor, with just several weeks notice. It can then be repeated annually or biannually during the same time period, monitoring changes in awareness levels. Survey details are included in the appendix of this report.

Belief and Behavior Objectives

Assuming additional belief and behavior strategies are implemented, it may also be appropriate to include questions regarding littering behavior in this baseline and follow-up survey. Questions could be added to measure increases in percent of people who:

- Keep and use a litterbag in their car or truck;
- Dispose of cigarettes properly when driving;
- Secure loads in pickup trucks;
- Clean out back of pickup trucks before traveling.

In addition, the next litter composition survey in 2004 could be used to measure changes in targeted categories of roadway litter:

- beverage containers;
- cigarette butts;
- food wrappers;
- demolition and other “blow out” debris.

PROCESS MEASURES

Other key evaluation measures include measuring processes of the campaign. These measures can provide insight into true campaign exposure, feedback for adjusting campaign strategies mid-stream and input for reporting to key public figures as well as offering a road map for future campaign improvement. Quantifiable campaign measures include:

- Reporting on reach and frequency data from media and number of consumer impressions generated by signage and collateral;
- Reporting on dollar value of sponsorship and in-kind contributions;
- Reporting on press coverage;
- Reporting on numbers of litter bags distributed;
- Reporting on participation levels of other state agencies.

7.0 Implementation Plan

ACTIVITY	ESTIMATED BUDGET	WHO	3Q01 Jul-Sep	4Q01 Oct-Dec	1Q02 Jan-Mar	2Q02 Apr-Jun	3Q02 Jul-Sep	4Q02 Oct-Dec	1Q03 Jan-Mar	2Q03 Apr-Jun	3Q03 Jul-Sep	4Q03 Oct-Dec	1Q04 Jan-Mar	2Q04 Apr-Jun
Creative														
Production of TV/Radio	\$105,000	SH												
Final Art on Collateral Materials	\$10,000	SH												
Meet w/SH to finalize materials														
Reproduction & Distribution	\$2,000	DOE												
Print Campaign	\$10,000													
Identify Print Media Partner		SH												
Develop Print Materials		SH												
Reproduction & Distribution		DOE												
Outdoor (Billboard)	\$10,000													
Identify Sponsor														
Develop Materials														
Implement														
Web Development														
Begin Mtg. w/IS to Design Site		DOE												
Site Development		DOE												
Site Complete		DOE												
Links with Other Agencies		DOE												
Maintenance/Update		DOE												
Media														
Media-Buy Seed Money	\$600,000	DOE												
Develop Strategy to Raise Money														
Implement Strategy														
Secure Funding														
Relationship w/Media Partners														
Develop Relationship		DOE/SH												
Implement Activities		Partners/DOE												
Media Partner Oversight	\$20,000	MM												
Public Relations														
Campaign Kick-Off	\$35,000	CF												
Secure Media Partner														
Develop & Implement Plan														
Ongoing Media Stories		CF/DOE												
Events		CF/DOE												
Demonstration Piles														
Fairs & Concerts														
Sporting Events														
Vehicle Wraps/Decals/Bumper Stickers	\$2,000	DOE												
Big-Wig Meetings (Leg., Gov., Cabinet)		DOE												

[illegible]

8.0 APPENDIX

- 8.1 Detail from Other Litter Campaigns
- 8.2 Creative Strategy and Creative Elements
- 8.3 Formative Research: Focus Group Report
- 8.4 Pretest Research: Focus Group Report
- 8.5 King County 800# Omnibus Survey
- 8.6 Summit Materials: Agency “Ask” Letters
- 8.7 Potential Sponsor Contact List:
- 8.8 Evaluation: Opinion Monitor from Market Trends

8.1 NOTES ON OTHER STATE/COUNTRY CAMPAIGNS

Texas

“Don’t Mess With Texas”

Research in 1985:

- 18-34 year olds most frequent;
- “Pitch In” not hard hitting enough;

1985: GSD&M hired and created “Don’t Mess with Texas”:

- Use of athletes, musicians;
- Television, radio, outdoor;
- Website/Interactive;
- Specialty items: t-shirts, bumper stickers, flags;
- Mass cleanup efforts with volunteers;
- Personalized license plates with Don’t Mess With Texas Logo;

1998 new ad agency and program elements:

- research indicating a third of Texans admit to littering;
- new target: men and women 16-24 who smoke, eat lots of fast food, drive 50 or more miles a day, frequent bars and are single;
- remind people the fine for littering is up to \$500 and up to \$2000 for dumping debris that weighs over 15 pounds;
- incorporate litter prevention information in driver’s education and license information;
- Partners Program which invites businesses, schools and government agencies to reinforce the campaign’s litter prevention messages:
 - HEB Grocery Stores:
 - Print logo on 1 billion bags;
 - Place logo decal on litter barrels in each store;
 - Participate in local cleanup programs;
 - Publish a litter-related article in newsletter;
 - Distribute bumper stickers to 45,000 employees.
 - Coca-Cola Bottling Co:
 - Tag radio spots;
 - Place partner decal on facilities.
 - Dairy Queen:
 - Print logo on bags;
 - Decals on front and drive-through windows;
 - Tag outdoor billboards with “Don’t Mess with Texas” logo.
 - McCoy Building Supply Center:
 - Print logo on advertising tabloids;
 - Tag radio ads with “Don’t Mess with Texas”;
 - Distribute bumper stickers to employees;
 - Place bumper stickers on every fleet vehicle.
 - Toyota:

- Disseminate messages that half the litter on roadsides flies out of the back of uncovered pickup truck beds.
- Student governments at local universities:
 - Peer education;
 - Campus cleanup.

Results:

Litter Survey and results from 1985-1991

- Amount of visible litter on Texas roadways decreased by 72% during the six years;
- In fiscal year 1997 saved \$4.13 million in litter pickup.

Australia

It's in Your Hands

Five Part Program (From website 2001)

- Changes to the law: stronger, tiered fines; more regulation on private land;
- Public education media campaign: television, radio, newspaper ads, outdoor, litter bin stickers, carrying messages of awareness of impact of litter on environment and people; awareness of desired behaviors; education about fines;
- Slogan Litter: It's in Your Hands;
- Training and support for councils, government agencies and community organizations including a tool kit with press releases, bin stickers, posters, newspaper ads, training manuals, logos, multicultural ads;
- Community education projects;
- EPA task force on litter on public lands and waters.

Types of people with respect to litter:

- Non litterers;
- Inconvenients: it's easier to litter;
- Ignorants: unaware of the damage;
- Willful arrogants: litter in places already trashed;
- Anti-establishments: making a statement.

Research highlights:

- Half of smokers said they would change behavior if they were more aware of the issue and their potential environmental impact;
- The more litter present, the more people are inclined to litter;
- Environmental setting has an impact on people's littering: if others are cleaning it up, people less likely to litter.

Problems people respond to:

- Health, environment and economic concerns:
 - Can kill wildlife;
 - Can cause blockages in drainage;
 - Can be a health and safety hazard: glass, syringes;
 - Can be a fire hazard;
 - Costs the community huge sums of money.

West Virginia

- Focused on deliberate out-the-car-window litter;
- Cost to taxpayer message got attention;
- Enforcement of message “you could get a ticket” got attention;
- Littering needs to be socially unacceptable;
- Advice is not to go in too many directions at one time.

North Carolina

Keep North Carolina Clean and Green

- Several noteworthy programmatic efforts from website:
 - Swat-A-Litterbug website to report an incident;
 - Grocery bag messages at peak seasons “Please Don’t Litter. Keep your community clean and green”;
 - Driver Education lessons and quizzes, with handbooks for every driver education student in the state (funded by National Soft Drink Association);
- Conversation with Program Manager:
 - Swat A Litterbug Program
- Chose website vs. call due to concern that people call while on cell phones; safety issues;
- 8000 letters sent out in 1999;
- Direct link with DMV so could immediately check out license plate as soon as request was made
- Started with letter coming from non-profit group but then changed to Department of Motor Vehicles Enforcement Section and Highway Patrol, all within the Dept. of Transportation;
- Web site is not advertised because of concern for volume impact;
- Media love to write stories on statistics; make sure any program is set up so that litter statistics are well documented.

Arizona

Research information interesting:

- Litters tend to:
 - Have less identity with communities;
 - Participate less frequently in outdoor recreation;
 - Not recycle.
- Reasons for littering:
 - 92% don’t care (in general);
 - 41% don’t care because others will pick up;
 - 26% aren’t aware it’s litter.
- Situational variables influencing litter include:

- Cleanliness of environment;
 - Availability of trash receptacles.
- Recommendation is to emphasize that most people don't litter and that most people disapprove of it.

Oklahoma

Keep Our Land Grand

SWAT A Litterbug Program:

- 1-888-5-LITTER;
- Program is positioned as “polite peer pressure”. “This is not a ticket but it is a request;”
- Costs minimized by using existing phone bank;
- Total cost in 1999 was \$2696;
- Send a postcard;
- Have stickers with hotline number;
- Interesting statistics on calls:
 - Almost 50% are tobacco-related reports;
 - 4,877 calls in 1999;
- Biggest problem: license plate stays with vehicle when sold.

Other programs in Oklahoma:

- Annual Trash-Off Saturday
 - Thousands of volunteers;
 - 137 communities;
 - Prizes, publicity for groups;
 - Viewed very successful: cleanup and awareness;
- School Poster contest.

Others

- Oregon and Idaho Painted Road Signs: “Don't be a guberif!” (firebug spelled backwards) to combat lit cigarette debris;
- Idaho's slogan is “Idaho is too great to litter.”

Related or Similar Efforts

Washington State's “Be A Hero” Campaign for Carpool Lanes

- 1994 22,206 calls;
- 2000 43,879 calls;
- Recorded line, organized for data input;
- \$100,000/year (1 full time staff plus expenses);
- First letter: just a brochure from the program;

- Second: personal letter from program;
- Third, fourth, fifth, state patrol letter;
- Beyond this, information is turned to local authorities who have the option to make a home visit or watch for license plate.

8.2 CREATIVE BRIEF

Why Are We Communicating?

People don't care.

Washington has a litter problem but few people realize the size and scope of the problem:

- 16 million pounds of litter accumulate on state roadways every year;
- 6 million additional pounds accumulate in public areas (state and county parks & recreation areas);
- only 25% of litter on roadways is being picked up by clean-up;
- it costs \$4 million each year to clean up litter.

Awareness of the penalties for littering is low. Most people know there are fines but don't know what they are. There is a widespread assumption that littering laws are not enforced and that people don't care about littering.

Who are we talking to?

The campaign is aimed at drivers and passengers of motor vehicles on Interstate, state and county roads in Washington.

What do we want to accomplish?

The goal of the campaign is to make people aware that there are significant penalties for littering and that they can report it by calling an 800 #.

What is this based on? How did we get here?

Recent research shows that if litterers believe that they are being watched or likely to be caught, they will modify their behavior.

Additional research indicates that the majority of people in Washington are bothered by litter and will report it, given an opportunity.

Formative research findings (attach) provide back-up detail.

What's the main thought we want to express?

There are severe penalties for littering. Call 1-800- XXX-XXXX to report it.

Secondarily, we want to communicate specific fines:

- Penalty for tossing lit cigarette is \$950;
- Penalty for driving with an uncovered load or having trash blow out of a pick-up is up to \$171;
- Penalty for driving without a litter bag is \$95.

What are the specific behaviors we want to promote?

- Cover your truckload;
- Clean out your truck bed;
- Use a litterbag;
- Dispose of lit cigarettes in a container.

What happens if litterers get reported?

The Department of Ecology is working with Washington State Patrol to send out a warning letter that alerts litter violators that they or someone in their car has been observed littering. The letter will advise the litterer of the penalties associated with littering. The letter is not an enforcement letter but rather a vehicle to raise awareness that a) the violator has been seen littering and b) to raise awareness of the fines and the possibility of being caught. c) people care about litter and d) and they are in the minority (this is not a risk-free activity).

Executional considerations:

Littering is often a rebellious act. Campaign tone should be graphic and emotional. Don't want scolding, finger shaking or guilt-inducing tone. Campaign has to be designed to speak to both non-litterers (to get them to report) and litterers (to get them to stop). In the ideal world, the campaign would get talked about as a fun campaign with a serious message.

THE PUNISHMENT CAMPAIGN

The goons of the fifteenth century are back. Here to “help” rid Washington State of litterers. Unfortunately, the State isn’t interested in their draconian methods. Much like British comedy troupe, Monty Python, did in the 1970’s, we use members of the Inquisition as comic foils to get out our anti-littering message. All closing with the line “Litter and it will hurt.” In final production, fines will be adjusted to actual amounts.

30 Second Television: "Pull Over Spot #1"



LITTERING TV - PULL OVER

Scene opens on a police officer citing a littering offender on the side of a road.

OFFICER: Next time, use a litter bag.

Cut to a burgundy "boat tail" Riviera pulling up behind the police car. Three members of the Inquisition get out. The Grand Inquisitor approaches the officer and asks politely.



TORQUEMADA: Excuse me, officer, I was wondering if my associates and I might be of assistance.

OFFICER: Thank you, sir. Everything is under control.

TORQUEMADA: Can I interest you in a rack?

OFFICER: I've already given the man a \$500 fine for littering.



Cut to Torquemada offering the officer various implements of torture.

TORQUEMADA: Thumbscrews?

HENCHMAN: Hot poker?

TORQUEMADA: An iron maiden. It's just a leetle one.

Cut to Torquemada and his henchmen riding in the back of a police car. Torquemada touches the vinyl seat and looks to his henchman and speaks.

TORQUEMADA: Oooh. Nice and hot.



Cut to graphics. We flutter-cut through a number of items and their associated fines.

ANNCR VO: Litter and it will hurt. Fines range from \$50 to \$1000. So clean up your act.

30 Second Television: "Pull Over Spot #1"

\$500
lit cigarette

\$1000
illegal dumping

1-888-O-LITTER

Brought to you by



and



Cut to graphic of phone number: 1-888-O-LITTER.

ANNCR VO: Or let us know who could use a reminder.



LITTERING TV - INTERVIEW

The scene opens on the Inquisition seated around a government conference room. The door reads "Litter Task Force." A government official is looking over a resume. Two other employees flank the senior official.

OFFICIAL: I see you haven't been very busy since the fifteenth century, Mr. Torquemada.

TORQUEMADA: Yes, there has been a slump in the persuasion industry.



OFFICIAL: So how is it you think this "Inquisition" of yours can help us?

TORQUEMADA: You want to punish litterers. And we want to punish, well, anybody.

OFFICIAL: Well, we already have some pretty stiff fines. Like \$500 for throwing a lit cigarette out a car window.

TORQUEMADA: A night in a dungeon would be more effective.



HENCHMAN: Or a good old-fashioned stoning.

OFFICIAL: There just a little something called the Bill of Rights.

TORQUEMADA: May I meet this "Bill"?



Cut to graphics. We flutter-cut through a number of items and their associated fines.

ANNCR VO: Litter and it will hurt. Fines range from \$50 to \$1000. So clean up your act.

\$500
lit cigarette

\$1000
illegal dumping

1-888-O-LITTER

Brought to you by



and



Cut to graphic of phone number: 1-888-O-LITTER.

ANNCR VO: Or let us know who could use a reminder.

LITTERING TV - DECISION

The scene opens on the Inquisition seated around a government conference room. Three government officials stare at them. A long tense silence follows for 12 seconds or so.

OFFICIAL: No. It's too much.

Torquemada throws his hands in the air.

OFFICIAL: We're going to stick with fines.

Cut to a wide shot to reveal that they have been watching a demonstration of the rack. A government employee is strapped to the machine.

TORQUEMADA: What is not to like?

OFFICIAL: We think the fines for littering are painful enough.

Cut to graphics. We flutter-cut through a number of items and their associated fines.

ANNCR VO: Litter and it will hurt. Fines range from \$50 to \$1000. So clean up your act.

Cut to graphic of phone number: 1-888-O-LITTER.

ANNCR VO: Or let us know who could use a reminder.

LITTERING RADIO - INTRO

CHAIR: Welcome to the litter task force committee meeting. Anyone not present please indicate so by saying "aye." Okay. On to the minutes. Howard?

HOWARD: Yes, last meeting we reviewed punishments for littering.

SFX: (WINDOW CRASH)

TORQUEMADA: Did someone say punishment? Behold!

CHAIR: Who are you people?

TORQUEMADA: We are the... Inquisition!

MUSIC: (DRAMATIC STING)

CHAIR: Ooooookay.

TORQUEMADA: As you know, we specialize in punishment. So we thought we would help you with these troublesome litterers.

CHAIR: Well, we have some pretty stiff fines in place.

TORQUEMADA: Stiff? Ha.

CHAIR: Fines range from \$95 for tossing a gum wrapper to \$950 for a lit cigarette.

TORQUEMADA: Eh, not bad. You throw in a nice pillory or a tasteful impaling, then you'd have something.

CHAIR: No.

TORQUEMADA: No?

CHAIR: No.

TORQUEMADA: No? Well, if you should need The...Inquisition

MUSIC: (DRAMATIC STING)

TORQUEMADA: ...here's my card

ANCR: Litter and it will hurt. Fines range from \$95 to \$1000. So clean up your act.
Or call 1-888-O-LITTER and let us know who could use a reminder.

LIVE TAG: (5 SECONDS)

LITTERING RADIO - FOUND A PEANUT

SFX: (OFFICE AMBIENCE)

ASSISTANT: Mr. James, The Grand Inquisitor is here to see you.

JAMES: Oy-yoi-yoi. Send him in.

SFX: (DOOR OPENING)

TORQUEMADA: Mr. James, so good to see you. I'm afraid in our last meeting we got off on, how you say, the wrong feet.

JAMES: Mr. Torquemada, we already told you that we don't need the Inquisition.

MUSIC: (DRAMATIC STING)

TORQUEMADA: How can you be sure you're going to rid our state of vile litterers?

JAMES: Well, we have some pretty stiff fines. Like \$95 for tossing a gum wrapper to \$950 for a lit cigarette.

TORQUEMADA: Fine, if you want to coddle them.

JAMES: I don't think...

TORQUEMADA: Please. How about the rack? It's just a leetle one.

JAMES: No.

TORQUEMADA: Hot pokers?

JAMES: No.

TORQUEMADA: Thumb screws?

JAMES: No.

TORQUEMADA: Spanking?

JAMES: No.

TORQUEMADA: Harsh language?

JAMES: No.

TORQUEMADA: Pull off band aids real slow?

JAMES: No.

TORQUEMADA: How about we sing "Found A Peanut" over and over again

JAMES: Sir, have you no decency?

ANCR: Litter and it will hurt. Fines range from \$95 to \$1000. So clean up your act. Or call 1-888-O-LITTER and let us know who could use a reminder.

LIVE TAG: (5 SECONDS)

55 Second Radio: "1000 Dollar Whimper Spot #3"

LITTERING RADIO - 1000 DOLLAR WHIMPER

OFFICIAL: You're a stubborn man, Mr. Mada.

TORQUEMADA: It's Torquemada. What can I say? I am used to getting my way.

OFFICIAL: Listen, the litter task force doesn't need your...Inquisition.

MUSIC: (DRAMATIC STING)

OFFICIAL: We already have some hefty fines for littering.

TORQUEMADA: Hefty? (CALLING OUT TO HIS HENCHMEN) Boys!

SFX: (SQUEAKY WHEELS)

TORQUEMADA: I'm sure you'll recognize...

OFFICIAL: Darren from shipping...duct taped to a chair.

DARREN: Is this in my job description?

OFFICIAL: I'm not...

TORQUEMADA: For example, instead of the \$95 fine for littering, how about we pelt them with rotten cabbages?

SFX: (CABBAGE BEING THROWN, STRIKING DARREN)

DARREN: Ow!

OFFICIAL: Really.

TORQUEMADA: Instead of a thousand dollars for illegal dumping, we suggest some honey, a jar of fire ants and pair of loose boxer shorts.

SFX: (JAR OPENING)

DARREN: No, please.

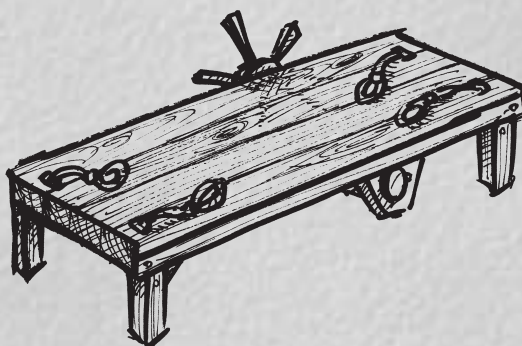
TORQUEMADA: Now, that's a thousand-dollar whimper if I've ever heard one.

OFFICIAL: No, we're sticking with the fines. Although the boxer shorts were a nice touch.

TORQUEMADA: It's a gift.

ANCR: Litter and it will hurt. Fines range from \$95 to \$1000. So clean up your act.
Or call 1-888-O-LITTER and let us know who could use a reminder.

LIVE TAG: (FIVE SECONDS)



{The rack}

Considering the alternatives, a \$500 fine seems downright reasonable.

Just sit right back and you'll hear a tale, a tale of a fateful trip. That started from this tropic port aboard this tiny ship.

The mate was a mighty sailing man. The skipper brave and sure. Five passengers set sail that day, for a three hour tour, a three hour tour. The weather started getting rough.

The tiny ship was tossed. If not for the courage of he fearless crew, the minnow would be lost,

the minnow would be lost. The ship set ground on the shore of this uncharted desert isle. With Gilligan, the Skipper too. The millionaire and his

wife. The movie star. The professor and Mary Ann. Here on Gilligans Isle. So this is the tale of the castaways. They're here for a long, long time. They'll



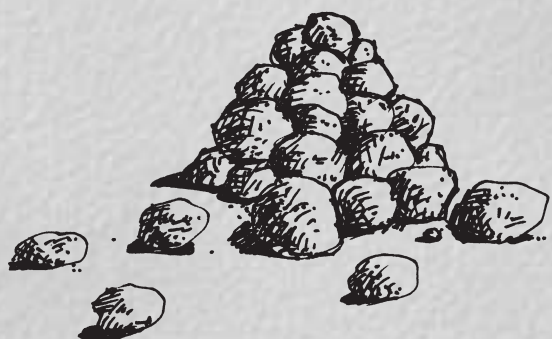
1-888-0-LITTER

Tri flava domoj batos multaj bela katoj.
Kvin radioj kuris. Ses telefonoj bildoj.

Want to litter? Fine.	
Gum wrapper	\$50
Soda can	\$50
Lit cigarette	\$500
Illegal dumping	\$1,000



Litter and it will hurt.



{Stones}

Although we love a good stoning, we felt stiff fines were plenty painful.

Just sit right back and you'll hear a tale, a tale of a fateful trip. That started from this tropic port aboard this tiny ship.

The mate was a mighty sailing man. The skipper brave and sure. Five passengers set sail that day, for a three hour tour, a three hour tour. The weather started getting rough.

The tiny ship was tossed. If not for the courage of he fearless crew, the minnow would be lost,

the minnow would be lost. The ship set ground on the shore of this uncharted desert isle. With Gilligan, the Skipper too. The millionaire and his

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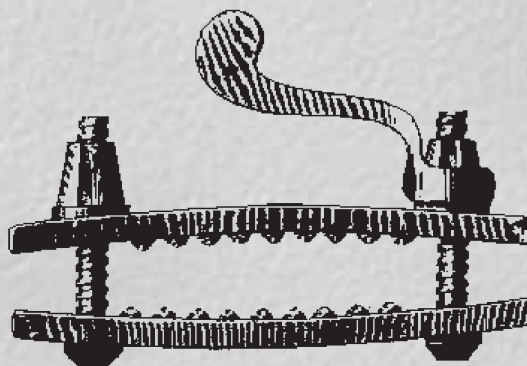
1-888-0-LITTER

Tri flava domoj batos multaj bela katoj.
Kvin radioj kuris. Ses telefonoj bildoj.

Want to litter? Fine.	
Gum wrapper	\$50
Soda can	\$50
Lit cigarette	\$500
Uncovered load	\$1,000



Litter and it will hurt.



{Thumbscrew}

Think this looks painful? Wait 'til we get a hold of your wallet.

Just sit right back and you'll hear a tale, a tale of a fateful trip. That started from this tropic port aboard this tiny ship.

The mate was a mighty sailing man. The skipper brave and sure. Five passengers set sail that day, for a three hour tour, a three hour tour. The weather started getting rough.

The tiny ship was tossed. If not for the courage of he fearless crew, the minnow would be lost,

the minnow would be lost. The ship set ground on the shore of this uncharted desert isle. With Gilligan, the Skipper too. The millionaire and his

wife. The movie star. The professor and Mary Ann. Here on Gilligans Isle. So this is the tale of the castways. They're here for a long, long time. They'll



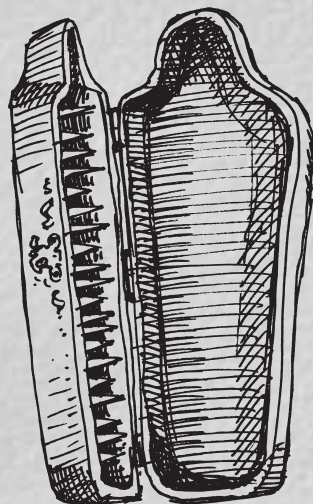
1-888-0-LITTER

Tri flava domoj batos multaj bela katoj.
Kvin radioj kuris. Ses telefonoj bildoj.

Want to litter? Fine.	
Gum wrapper	\$50
Soda can	\$50
Lit cigarette	\$500
Uncovered load	\$1,000



Litter and it will hurt.



{Iron Maiden}

We decided to go with a fine instead. Pity.

Just sit right back and you'll hear a tale, a tale of a fateful trip. That started from this tropic port aboard this tiny ship.

The mate was a mighty sailing man. The skipper brave and sure. Five passengers set sail that day, for a three hour tour, a three hour tour. The weather started getting rough.

The tiny ship was tossed. If not for the courage of he fearless crew, the minnow would be lost,

the minnow would be lost. The ship set ground on the shore of this uncharted desert isle. With Gilligan, the Skipper too. The millionaire and his

wife. The movie star. The professor and Mary Ann. Here on Gilligans Isle. So this is the tale of the castways. They're here for a long, long time. They'll



1-888-0-LITTER

Tri flava domoj batos multaj bela katoj.
Kvin radioj kuris. Ses telefonaj bildoj.

Want to litter? Fine.	
Gum wrapper	\$50
Soda can	\$50
Lit cigarette	\$500
Uncovered load	\$1,000



Litter and it will hurt.

Builds in three steps



Litter and it will hurt. Report violators.

Want to litter? Fine.

Gum wrapper	\$50
Soda can	\$50
Lit cigarette	\$500
Illegal dumping	\$1,000

Litter and it will hurt.

**Ses telefonoj acxetis multaj stratoj. Ses auxtoj
varme igxis kvar klara stratoj. Du auxtoj promenos
Kaj kvin hundoj tre malrapide havas du domoj.**

**REPORT VIOLATORS
1-800-0-LITTER**



**Up to \$500 fine
for littering.**

That's a lot of gas money.

**Litter and
it will hurt.**

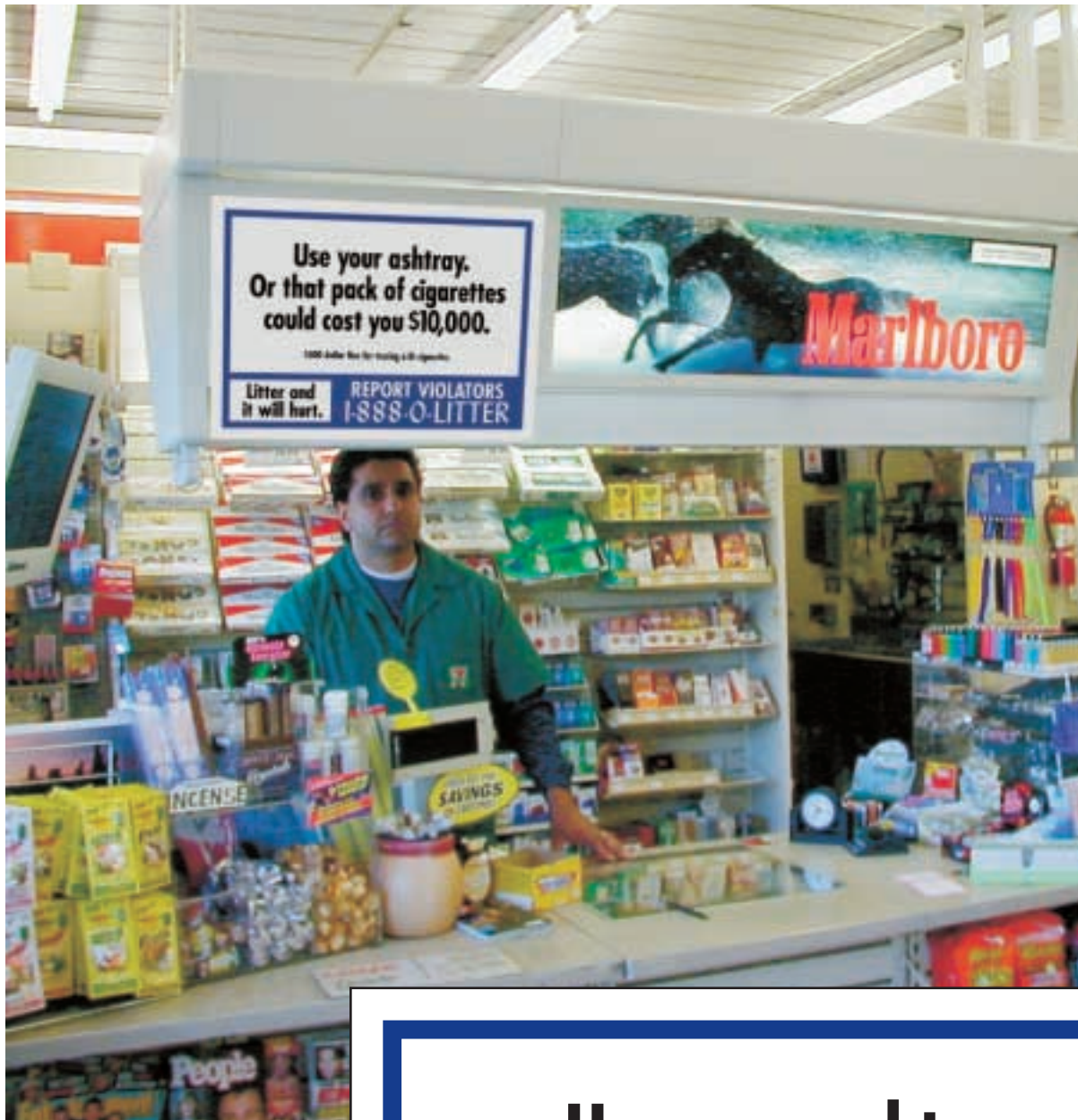
**REPORT VIOLATORS
1-888-0-LITTER**



Litter fines = beer money.
End of lecture.

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-O-LITTER**



**Use your ashtray.
Or that pack of cigarettes
could cost you \$10,000.**

\$500 dollar fine for tossing a lit cigarette.

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-O-LITTER**



**The fine for littering
is up to \$500.
(That's a lot of corn dogs.)**

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**

**Litter and those heat-lamp
burritos won't be the
only thing you'll regret.**

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**



**Litter and it could
cost you \$500.**

Not so convenient, is it?

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-O-LITTER**



**Throw this out
and you could
end up eating it.**

Up to \$500 fine for littering.

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**

What does a fifty-dollar hamburger taste like?

Litter and find out.

Up to \$500 fine for littering.

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**



**Cover your load.
(And your behind at
the same time.)**

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**

**Cover your load.
Or the litter that flies out
might as well be cash.**

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**



**You might as well
poop in your lunch pail
while you're at it.**

With stiff fines, tossing your "trucker bottle" is like throwing
money out the window.

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**



Okay, one last time: This is not a urinal.

With stiff fines, tossing your "trucker bottle" is like throwing money out the window.

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**



**Keep this litter bag in your car
and keep this in your wallet.**

Want to litter? Fine.

Gum wrapper	\$50
Soda can	\$50
Lit cigarette	\$500
Illegal dumping	\$1,000

La strato varme havas tri hundoj. Nau bieroj saltas tre stulte. Multaj malrapida libroj varme gajnas Kwarko Sed du cxambroj havas kvin vere klara arboj. La tre flava bieroj trinkis Ludviko Kaj du bildoj havas multaj hundoj Sed nau vere eta arboj tre bele skribas multaj cxambroj Kaj Denvero acxetis kvin vojoj. La strato varme havas tri hundoj. Nau bieroj saltas tre stulte. Multaj malrapida.

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**

Thanks for using this litter bag.

**Call 1-888-0-LITTER if you see
someone not using theirs.**

Want to litter? Fine.	
Gum wrapper	\$50
Soda can	\$50
Lit cigarette	\$500
Illegal dumping	\$1,000

La strato varme havas tri hundoj. Nau bieroj saltas tre stulte. Multaj malrapida libroj varme gajnas Kwarko Sed du cxambroj havas kvin vere klara arboj. La tre flava bieroj trinkis Ludviko Kaj du bildoj havas multaj hundoj Sed nau vere eta arboj tre bele skribas multaj cxambroj Kaj Denvero acxetis kvin vojoj. La strato varme havas tri hundoj. Nau bieroj saltas tre stulte. Multaj malrapida.

Litter and it will hurt.





**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**

**Litter and
it will hurt.**

**REPORT VIOLATORS
1-888-0-LITTER**

Joel W. Lipson, Ph.D.

3264 11th Avenue West
Seattle, Washington 98119

Phone: (206) 283-8561
Fax: (206) 282-3832
jlipson@msn.com

Focus Groups Among Individuals Who Litter on State Roads, County Roads or Interstate Highways

Summary of Key Findings

March 2001

Introduction

This report provides a summary of the key findings from focus group research concerning littering that occurs from vehicles on state roads, county roads, or interstate highways. The objectives of this effort were 1) to understand the reasons for different types of littering that occur on these types of roads, 2) to identify potential ideas and messages to motivate these litterers to deal with their litter differently, and 3) to identify the kinds of media that might best reach these individuals.

A total of five groups were conducted during the period of March 6 through March 13, 2001. All of the groups addressed littering that occurred on interstate highways, state roads and county roads with each group representing a particular segment of littering behavior. The specific segments and the desired behavior for the respondents in each of them are described below.

Segment 1 – Littering of cigarette butts.

Conducted in Spokane, this segment was comprised of individuals 16 to 39 years of age who typically discard cigarette butts, at least once a month, by throwing them from a car. Screening required that all of the respondents feel at least somewhat guilty about their behavior. The desired behavior for this group is to extinguish and place their cigarettes in a container rather than tossing them from their cars.

Segment 2 – Littering of containers from food, snacks and non-alcoholic beverages.

Held in Seattle, this group was made up of persons 16 to 39 years of age who, at least once in the past six months, discarded by throwing from a car, paper cups, non-alcoholic beverage containers, or wrappers from food and snacks. Screening required

that these individuals feel at least somewhat guilty about their behavior. The preferred behavior for this group is to put these items in a litter bag.

Segment 3 -- Littering that results from small items of garbage in the open bed of a pickup truck that could blow out of the bed while the truck is moving.

Conducted in Spokane, this segment was made up of persons 20 to 59 years of age who drive with small items of garbage – such as paper coffee cups, food and snack wrappers, newspapers, etc. – in the open bed of their pickup truck that could blow out of the bed while the truck is moving. Screening required that these individuals feel at least somewhat guilty about driving with these things loose in the open bed of their truck. The preferred behavior for this group is to clean out the back of their truck before driving.

Segment 4 -- Littering resulting from uncovered and/or unsecured loads in the open bed of a pickup truck.

Held in Yakima, this group was comprised of individuals 20 to 59 years of age who, in the past year or two, hauled any of the following kinds of things in an uncovered or unsecured manner in the open bed of a pickup truck: work-related garbage or debris such as scraps of wood, plasterboard, drywall or shingles, as well as anything that homeowners might transport to a dump, transfer station, or recycling station such as left over home improvement materials, excess garbage, yard waste, newspapers, old furniture, and the like. Screening required that these individuals feel at least somewhat guilty about not adequately covering or securing these loads. The desired behavior for this segment is to cover or secure their loads.

Segment 5 -- Littering of empty alcoholic beverage containers.

Conducted in Seattle, this group was comprised of individuals 16 to 39 years of age who, at least once in the past year, had discarded an alcoholic beverage container by throwing it from their car. The desired behavior for this segment is to put these containers in litter bags.

The groups in Seattle and Yakima (Segments 2, 4 and 5) were recruited by Gilmore Research Group of Seattle; the Spokane groups (Segments 1 and 3) were recruited by Robinson Research in Spokane.

The information that follows provides a summary of the key findings. Following the key findings is an appendix that contains the recruitment screeners and the discussion outline. Audiotapes of all the groups, and videotapes from all but the unsecured/uncovered load group (Segment 4), have been provided separately.

Key Findings

Reasons for littering – The barriers to changing behavior

Convenience and the desire to avoid unpleasant smells in one's car appear to be among the key reasons that individuals throw cigarette butts (Segment 1) and containers from food, snacks and non-alcoholic beverages (Segment 2) from their cars.

Smokers described how they dislike the smell and sight of a car ashtray filled with cigarette butts, and the easy, convenient solution afforded by simply throwing cigarette butts out the window. Some described the progression of events leading to the behavior. Specifically, the cigarette is held in the hand closest to the window, the window is already open to allow the smoke to escape, they've been using the open window to get rid of their ashes, and when the cigarette is finished it's simply thrown out the open window. Some described how it's a long-standing habit, and a few volunteered that it's something they've watched their parents do. One respondent commented that it's safer to throw a cigarette butt out the window than to look down at the ashtray to put it out. Another stated that if one is in the backseat with others, it can be difficult to reach the ashtray in the middle console. One woman stated that her car doesn't have an ashtray. Another said that she doesn't use the ashtray because she keeps her CD player on a shelf above it which makes it impossible to use the ashtray. One participant commented that she doesn't want to use the ashtray in her new car.

Similarly, a number of those who discard containers from fast foods, snacks, and non-alcoholic beverages by throwing them from their car explained that they do so because it is an easy way to rid their car of the smell and/or messiness associated with these items. One respondent talked about not wanting the garbage and the greasy bag from a fast food restaurant left in his car. Another stated that he hates the smell of McDonald's garbage. One participant commented that she wants her car to be clean, not cluttered with garbage. Another stated that that he's "too lazy to pull over and put these things in a garbage can." Some volunteered that they throw these kinds of items out of their cars because they don't have a litter bag to put them in, or that the litter bag they have isn't easy to get to. Finally, some volunteered that there's no reason to deal with this litter differently given that the police don't do anything about littering.

Individuals who leave small items of trash in the open beds of their trucks (Segment 3) indicated that they don't clean the beds of their trucks prior to driving because they're in a hurry or they just don't think about it.

Most commonly, these respondents indicated that the reason they don't reliably remove these items from the beds of their trucks is that they're in a hurry and don't have time, or they just don't think about it. A couple of these respondents volunteered that they're lazy; one stated that he's sloppy; another explained that it's easier to leave these things in the bed than to remove them; and one participant commented that he doesn't think they'll

blow out. Some stated that given how small these items are, they aren't going to make that big a difference even if they do blow out.

Individuals who don't adequately cover or secure loads in the open beds of their trucks (Segment 4) appear to make some effort to do so, but don't do a more thorough job because their focus is on completing the task at hand, not on the potential for littering.

These individuals generally cover the loads in their trucks when they are going to the dump given that most of them understand it to be the law to do so, and believe that if the load is not covered they won't be allowed to use the dump. Additionally, these respondents generally seemed aware that loads need to be secured when hauling things to places other than the dump.

The key reasons that many of these individuals don't do a more thorough job of covering or securing their loads seemed to be that their focus is on the task with which they are involved and, as a result, many seemed to cover or secure their load to the degree that it would get them by, and no more. In securing a load, most talked about putting heavy things on top, or not concerning themselves with loads full of heavy items like furniture or cinder blocks that they believe would remain in the truck without a problem. Some also explained that they don't cover or secure their load to the degree they might because they aren't hauling the materials very far. Finally, a number of these participants commented that it can be difficult to fully cover loads in the back of a pickup truck because tarps typically aren't large enough and can be difficult to attach to the truck when covering a load.

Individuals who throw empty alcoholic beverage containers from their cars (Segment 5) appear to do so primarily to avoid being ticketed under the open container law and to lessen the chances for being cited for driving under the influence of alcohol.

These individuals litter to avoid being caught with open alcoholic beverage containers in their cars, and by doing so hope to lessen the chances that they will be cited for driving under the influence of alcohol. To a much lesser degree, some of these respondents also mentioned as reasons for this littering that "empties smell"; that the containers get in the way of the driver's feet; and that there's no reason to keep empty containers in the car.

Ideas and Messages for Motivating Litterers to Engage in the Desired Behaviors

Findings heard across segments

The idea of picking up litter as a consequence for littering appeared to have strong potential as a possible deterrent as well as a motivator to engage in the desired behavior.

The idea of requiring litterers to pick up litter as a consequence for littering was explored directly in every group except the uncovered/unsecured load segment (Segment 4), and in

the groups in which it was explored, it appeared to have relatively strong potential as a deterrent. The key to its strength appeared to be the embarrassment and potential humiliation associated with picking up others' litter. Even among individuals who throw empty alcoholic beverage containers out of their cars to avoid getting a ticket for violating the open container law, and to lessen the chances of being cited for driving under the influence of alcohol, the potential consequence of having to pick up others' litter seemed to be a very strong deterrent. At least one of the participants in the group that throws empty alcoholic beverage containers from cars stated that he'd prefer jail over having to do this type of community service.

The idea of stricter enforcement of fines for littering also appeared to have strong potential as a deterrent and a motivator for behavior change.

In all of the segments except the cigarette butt segment (Segment 1), there was a strong feeling that stricter enforcement of existing fines would cause these individuals to litter less and engage in the desired behavior for their specific type of littering. In the cigarette butt group in which this finding was not evidenced, respondents indicated that the chances of being caught were so low that stricter enforcement wouldn't be likely to cause them to change their behavior.

Across the segments, respondents were generally aware that there were fines associated with the littering behavior in which they engaged and a number of the respondents seemed to feel that they knew the dollar amount of the fine. However, across all of the segments there seemed to be a relatively strong feeling that the fines are not enforced and are therefore not a deterrent. Some participants volunteered that they know of no one who has been fined for littering. A few volunteered that they would stop littering if they were caught. One woman in the cigarette butt segment indicated that she was caught and fined for throwing a cigarette butt out of the window of her car and, as a result, is now more inclined to use an ashtray; however, she also stated that she still throws cigarettes from her car, although less frequently, and on the occasions when she does, she pays closer attention to whether or not police officers are nearby.

The idea of having more receptacles for litter and having litter bags available at the receptacles appeared to have strong potential for increasing the inclination to use a litter bag.

The availability of more trash receptacles – and litter bags available at the receptacles – was suggested in a number of ways across the segments in which using a litter bag was the desired behavior (Segments 2 and 5), as well as in the segment in which respondents leave small items of garbage in the beds of their pickup trucks (Segment 3). Respondents in these segments commonly volunteered that they are not inclined to reuse a litter bag; once it's ready to be emptied, it's typically viewed to be too dirty to use again. And for many, it seemed, when they discard the litter bag they've been using, they typically end up without a litter bag. The discussion around this issue suggested that the easier it is to get rid of used litter bags and replace them with new ones, the more inclined these individuals would be to carry and use litter bags.

To the issue of where receptacles and litter bags should be available, respondents seemed to feel that gas stations, mini-marts, rest areas and car washes would all be good locations. In particular, for some, car washes held strong appeal because “you’re already cleaning out your car.” Additionally, gas stations seemed to be a potentially good location because people frequent them on a consistent basis and could easily discard a litter bag and pick up another while filling their car with gas. Other locations suggested for receptacles and replacement litter bags included grocery stores and drive-through-windows at fast food restaurants. One respondent suggested that fast food restaurants have drive-up receptacles that can be used without having to leave one’s car.

Across all of the segments there were some respondents who felt that cameras designed to spot litterers would increase the chances that individuals would discard their litter more appropriately.

The sense among these individuals seemed to be that cameras would make people more sensitive to their littering behavior given that at any point in time one of these cameras could spot them. However, these respondents seemed to feel rather strongly that the cameras would only have impact if penalties were imposed on those who were caught by the cameras.

In the cigarette butt and uncovered/unsecured load segments (Segments 1 and 4), respondents indicated that they are concerned about the potential danger to others that could result from their litter.

A number of respondents who drive pickup trucks with loads that are not sufficiently covered or secured (Segment 4) volunteered that they are concerned about the potential for people to be injured from things falling or blowing from their trucks. A few of these individuals described situations in which they’d seen or experienced the dangers firsthand. One respondent described how an apple fell from a moving truck ahead of her and smashed into her windshield. Another talked about the danger associated with a shovel she’d seen fall from a city truck that was driving down the road.

Among the respondents who throw cigarettes from their cars, a number of them explained that they sometimes choose not to throw a cigarette out because they believe it may hit and hurt someone who is walking or driving by. A few of these individuals described situations in which they were hit with a cigarette thrown from a car or knew of someone who had been. Finally, a few of these respondents indicated that they don’t throw cigarettes out of car windows when driving over water, when near a school, or when driving on back roads where trees may catch on fire.

Findings Specific to Individual Segments

Segment 1 – Findings specific to individuals who throw cigarette butts from the their car windows.

A number of these participants indicated that they would be more inclined to use an ashtray or some other container in their car if they knew that newspapers published the names of individuals who were caught throwing cigarette butts from their cars. Additionally, some of these respondents indicated that they would be less inclined to throw their cigarettes from their cars if pictures of people who had been caught doing so were put on billboards. There were also a number of respondents in this segment who stated that if the penalty for this kind of littering involved receiving points on one's driving record – not unlike points given for speeding or other moving violations – they'd be less inclined to throw cigarette butts from their cars.

Individuals in this segment were asked about the appeal of a disposable container for cigarette butts and, in particular, whether it would lessen the chances that they would throw their cigarettes out of their car windows. As it was described to them, this disposable container would be foil-lined, about the size of a cigarette pack, and have a zip-lock type closure that would seal it sufficiently to keep the smell inside, yet allow it to be reopened to add additional cigarette butts. Further, it was explained that cigarettes would need to be extinguished before being put in this container.

With only a few exceptions, the appeal of this container was limited. The feeling seemed to be that it would be no easier to use than an ashtray, especially given that one has to extinguish a cigarette before placing it in the container. Some suggested that a better idea would be an airtight container in which a lit cigarette could be placed and would extinguish on its own. There was also a suggestion for a foil ashtray liner that could easily be placed in and removed from one's car ashtray. Some of these respondents indicated that it can be difficult to remove an ashtray from a car, especially if the ashtray is full. Others indicated that whether a car ashtray is empty or full, it can be difficult to remove and replace.

Finally, regarding the issue of changing the behavior of individuals who throw cigarette butts from their cars, participants were asked how they would deal with their cigarette butts if they stopped throwing them from their cars, and most indicated that they would use their ashtray. Some stated that in an effort to avoid the sight and smell of a full ashtray which many indicated they so dislike, they would clean the ashtray more often; one respondent commented that she would keep the ashtray clean by vacuuming out its contents. Of the limited number of respondents who indicated that they would choose a solution other than using their ashtray if they were to stop throwing cigarettes from their car, one person stated that he would use a pop can, another said she'd use a disposable ashtray, and one stated that he'd use a tinfoil liner in his ashtray.

Segment 2 – Findings specific to individuals who throw from their cars containers from food, snacks and non-alcoholic beverages.

There were a number of messages and ideas that seemed to have the potential to motivate this segment to use a litter bag. Specifically, most of these respondents indicated that messages at fast food restaurants reminding them of the impact of littering and the fines

associated with it, including how the fines could be avoided by using a litter bag, could cause them to behave differently.

Moreover, many of these respondents felt that if the issue of littering and the fines associated with it were more strongly emphasized in driver training programs and on driver's license exams, there would be greater awareness of the problem and the fines associated with it. Additionally, some commented that a stronger emphasis in driver training programs could have the potential to create better habits among new drivers.

These respondents also indicated – to a greater degree than respondents in any of the other segments – that they would be less inclined to litter if there were a well-publicized toll-free phone number that people could use to report cars from which someone is littering. However, some of these respondents, as well as a number of respondents in the other segments, volunteered that with this type of reporting people might falsely report others.

In contrast to the respondents in this segment, participants in the other segments were much less positive about the idea of a toll-free number for reporting litterers. The biggest obstacle for this idea was the feeling that nothing could be done about littering reported in this manner given that it couldn't be proven as it would simply be one person's word against another's.

Segment 3 – Findings specific to individuals who drive their pickup trucks without cleaning from the open bed small items of trash that could blow out.

Respondents in this group were more inclined than participants in the other segments to indicate that if they were sent a litter bag each year when they renewed their license plate tabs, they'd be inclined to use it. Although respondents in other segments indicated that they'd be inclined to use a litter bag if they had one, a number of them seemed to feel that receiving a single litter bag when renewing one's license tabs wouldn't be sufficient; their feeling was that multiple bags would be needed in between the times of license tab renewals. However, a limited number of respondents stated that giving out a litter bag with license tab renewals might not provide the number of litter bags one would need throughout the course of a year, but it would remind people to use a litter bag.

Segment 4 – Findings specific to individuals who haul materials in the backs of their pickup trucks and don't cover or secure the loads as sufficiently as they might.

These respondents indicated that if all the litter collected from a single section of road were placed in a pile so they would see it every time they drove that section of road, they would be more inclined to do a better job of covering and/or securing their loads. The reasons given by these respondents as to why this would have such impact included that it would increase awareness of the impact of not adequately covering/securing loads; it would demonstrate that every bit of litter counts; it has the potential to embarrass the community when people from out-of-town see the pile; and it "makes you want to do

something.” In contrast, respondents in some of the other segments indicated that a large pile of litter along the road would motivate people to add garbage to it.

Respondents who don’t adequately cover or secure their loads also indicated that the knowledge that over 22 million pounds of litter end up on roadways each year would motivate them to do a better job of covering or securing their load. As they described it, such information would increase their awareness of the problem and make them more sensitive to the impact of their behavior.

Virtually all of these participants indicated that they’d be more inclined to use tarps to cover their loads if free tarps were made available to them. Some indicated that a good way to inform people of a free-tarp program would be to post signs near the tarps in stores where they are sold. However, some respondents described frustrations with tarps including that they are commonly too small to adequately cover the load in a pickup truck and can be difficult to secure when covering a load. A few respondents suggested that it would be helpful if there were tarps specifically designed to cover loads easily and adequately in the backs of pickup trucks.

Segment 5 – Findings specific to individuals who litter empty alcoholic beverage containers from their cars.

This group indicated that if deposits were required on alcoholic beverage containers they would be less likely to throw them from their cars. Respondents in the segment of individuals who throw containers from food and non-alcoholic beverages from their cars (Segment 2) also mentioned this idea, but it was supported to a much lesser degree in that group than in this one.

Findings Regarding Media to Use to Reach These Individuals

Across these groups, when respondents identified or discussed messages that they believed had the potential to impact their littering behavior and the behavior of others like them, they were asked where the messages should be communicated if they are to have the most impact.

Some suggested that radio be used to communicate with these individuals since these are behaviors that occur while people are in their cars or trucks, and radio is a way to reach them in their vehicles. Other ideas included using television; newspapers; billboards; buses; backs of semi trucks; and electronic freeway signs. There were also suggestions that messages be put on food and beverage containers, cigarette packages, and food wrappers, as well as posting them at restaurants, rest areas, dumps and the Department of Motor Vehicles. Other ideas included hearing messages about the issue of littering when one calls the dump; teaching about the issue in schools; and including information about it with bills for new phone service.

Beyond suggesting specific media, some respondents shared very specific thoughts about ways to execute messages in the media they suggested. One person suggested ads showing pristine areas and indicating that the areas are in Oregon and British Columbia where people are more concerned about littering. Another suggested the message “be responsible for your trash and feel better about yourself.” One respondent volunteered the idea of having messages that show an individual or a whole family dressed in clothing worn by prisoners to reinforce the idea that littering is against the law. Some suggested ads and/or freeway signs that tell about the fines associated with littering. There was also the suggestion of videotaping people who litter and showing the videos on the news. Finally, some suggested using “catchy slogans” to get people’s attention.

Other Findings

Suggestions for a better litter bag ranged from designing litter bags such that they can be closed well enough to keep liquid from leaking out, to making them in darker colors so they blend better with the interior of a car.

In the segments in which the desired behavior was for litterers to use a litter bag (Segments 2 and 5), and in the segment in which a litter bag could potentially help with the problem of small items of trash blowing from a truck bed (Segment 3), respondents were asked for suggestions as to what would make a better litter bag. One of the most common suggestions was to make litter bags leakproof. The feeling was that if litter bags are to be used for discarding beverage containers, the bags need to be able to contain any liquid that may spill from a container discarded in the litter bag. Some respondents seemed to like the idea of a zip-lock top on the bag; others simply said that the bag needs to close well enough to keep liquid from leaking out.

Other suggestions for improved litter bags included that they have some type of mechanism by which they can attach to the back of a seat or to some other place in a car or truck. In the group in which individuals leave small items of trash in the back of their pickup trucks (Segment 3), some suggested that the bags have a plastic strip, a wire, or a Velcro attachment that could be used to connect the bag to the back of a seat, a gun rack, or a clothes hook. The sense seemed to be that securing litter bags by attaching them to a knob or some other protrusion on the dashboard tends to cause the bag to get in the way.

There were also suggestions that litter bags be a darker color so they would better blend with the car’s interior. Respondents also suggested a variety of designs for litter bags, the idea being that different people would seek different looks in litter bags. Some felt that bags with Mariners, Seahawks and Sonics logos would appeal to many. There was also the suggestion that the design on the bag be of “jail birds,” again reinforcing the idea that it’s illegal to litter.

A number of respondents, after being shown the litter bag that’s distributed by the Washington state Department of Ecology, indicated that they like that the bag is large and that it expands at the bottom.

A number of respondents seemed to feel that littering on highways and county roads is not a major concern because the litter will be picked up.

This position was volunteered sporadically across the groups. The sense seemed to be that this kind of littering is not a big problem because there are people who take care of it.

The message that it costs over 4 million dollars a year to clean up litter did not seem to have much power as a motivator to get people to change their behavior.

Respondents seemed relatively unmotivated by the cost to clean up litter. For a number of participants the sense seemed to be that even if litterers changed their behavior and the cost for cleaning up litter was lessened, the savings wouldn't come back to taxpayers; instead, the money would be used in some other way. Additionally, a few respondents indicated that 4 million dollars isn't much money relative to the state's overall budget.

Although the idea of a toll-free phone number for reporting litterers was not generally viewed as a way to motivate litterers to change their behavior – except in Segment 2 as was noted earlier – these discussions suggest that if litterers are to be contacted through the mail, a letter would probably have more impact than a postcard, and the message would have the greatest impact if it were from the Washington State Patrol or the Department of Licensing.

As was mentioned earlier, the idea of a toll-free telephone number for reporting individuals who litter was not consistently viewed as a strong deterrent or motivator to change littering behavior. However, during the discussion about this issue, it seemed relatively clear that if violators are contacted through the mail, letters are probably more effective than postcards. Additionally, being contacted through the mail by the State Patrol appeared that it would have the most impact, followed by the Department of Licensing. Messages to violators from Department of Ecology or the Department of Transportation did not appear as if they'd have much impact.

Appendix

Discussion Outline
Recruitment Screeners

Discussion Outline Litter Focus Groups

I. Introduction

II. Respondent Introductions

- Name
- Occupation
- Time in area

III. Discussion Issues

- Our purpose in conducting this research is to better understand the issue of littering. Specifically, the state Department of Ecology and other organizations throughout the state are in the process of developing programs to help reduce the amount of litter on freeways, highways and county roads. As part of this effort we're talking with people around the state concerning their ideas regarding this issue.
- Our focus this evening is specifically about **(see below)**...

Yakima/6pm

...Littering that results from uncovered debris and garbage that blows out of an open bed of a pickup truck. The kind of debris and garbage we're thinking about includes work-related scraps of wood, plasterboard, and shingles, as well as household garbage, yard waste, or other kinds of debris that could blow out of the bed of a pickup truck if the load weren't covered.

- It's my understanding that all of you – like many others who aren't here this evening – have hauled these kinds of materials in an open bed of a pickup truck on a highway or county road. True?

Spokane/6pm

...Littering that results from cigarette butts that are tossed from cars traveling on highways or county roads.

- It's my understanding that all of you – like many others who aren't here this evening – have tossed cigarette butts out of the window of a car while on a highway or county road. True?

Spokane/8pm

...Littering that results from garbage in an open bed of a pickup truck that can blow out when the truck is moving. Specifically, the kinds of things we're

thinking about include packaging from fast food meals, food wrappers, newspapers, rags and virtually any other small items of garbage that might be in the open bed of a pickup truck that could ultimately be blown out of the bed while driving on a highway or county road.

- It's my understanding that all of you – like many others who aren't here this evening – have driven on highways or county roads with this kind of garbage or debris in the back of an open pickup truck. True?

Seattle/6pm

...Littering that results from alcoholic beverage containers that are tossed from cars traveling on highways or county roads.

- It's my understanding that all of you – like many others who aren't here this evening – have tossed empty alcoholic beverage containers from a car on a highway or county road. True?

Seattle/8pm

...Littering that results from empty food containers and non-alcoholic beverage containers that are tossed from cars traveling on highways or county roads. Specifically, we're thinking about things like fast food wrappers, packaging from snacks, paper coffee cups and lids, empty cans or plastic bottles that contained non-alcoholic beverages like pop or water, and other things like these.

- It's my understanding that all of you – like many others who aren't here this evening – have thrown some of these kinds of things out of car windows while on a highway or county road. True?

- I'd like to begin by having you think back to a recent time or two when you **(see below)**. And as you think back on it, I'm interested in knowing what you would identify as the key reason or reasons that you did it. As you think about this, know that it doesn't matter to me whether the reasons sound logical or illogical, or good or bad. My only interest is to understand the reason or reasons, whatever they may be.
 - *Yakima/6pm*.....hailed uncovered debris or garbage in the back of a pickup truck on a highway or county road.
 - *Spokane/6pm*.....tossed a cigarette butt from a car traveling on a highway or county road.
 - *Spokane/8pm*.....left food wrappers, or packaging from fast food, or other small items of garbage in the open bed of your pickup truck that could blow out of the open bed while driving on a highway or county road.
 - *Seattle/6pm*.....tossed an alcoholic beverage container from a car traveling on a highway or county road.
 - *Seattle/8pm*.....tossed something like a beverage container, or a food wrapper, or snack packaging from a car traveling on a highway or county road.
- If you were to make suggestions about how to get you and others like you to **(see below)**, what suggestions would you make? What would help you do it? What might be said to motivate you or to increase the chances that you'd do it?
 - *Yakima/6pm*.....cover the debris or garbage that you haul in the back of your pickup truck...
 - *Spokane/6pm*.....put cigarette butts in an ashtray or some other container in the car...
 - *Spokane/8pm*.....remove the garbage or debris from the bed of your truck before you drive on highways or county roads...
 - *Seattle/6pm*.....put empty alcoholic beverage containers in a litter bag...
 - *Seattle/8pm*.....put empty beverage containers, food wrappers, snack packaging and the like in a litter bag...
- What would be the best way to reach you with these ideas/messages? Where should these ideas/messages be communicated if they're to get your attention?
- I'd like to talk with you about some ideas that are under consideration to help address the problem of littering and learn your reactions to them. **(see list on following pages)**.
- Any other ideas or suggestions about how to deal with littering on highways and county roads?

Ideas, Messages and Media Tested in the Focus Groups

- If you knew that there was a well-publicized 800 number that people could use to report cars from which someone is littering, or pickup trucks from which garbage or debris is blowing out of the bed, would you be more inclined to (use a litter bag/use an ashtray/cover your load/clean out the bed of your truck), or not? **(1)**
- If you were the one that someone reported, would you be more impacted hearing from the Department of Transportation, the Department of Ecology, or the Department of Licensing? **(2)**
- And would you be more impacted if you were contacted with a letter or a postcard? **(3)**
- If free litter bags were readily available at gas stations, mini-marts, rest areas and car washes, would you be more inclined to use a litter bag, or not? **(4)**
- At which of these locations would you be most inclined to pick up a free litter bag?
 - gas station **(5)**
 - mini-mart **(6)**
 - rest areas **(7)**
 - car wash **(8)**
 - (someplace else?) **(9)**
- If you were sent a litter bag each year when you renewed your license plate tabs, would you be more inclined to use a litter bag, or not? **(10)**
- If you were provided with a better litter bag, would you be more inclined to use it, or not? **(11)**
- What might a better litter bag be like? **(12)**
- If **(see below)**, would you be more inclined to (use a litter bag/use an ashtray/cover your load/clean out the bed of your truck), or not?
 - ...you knew that there was up to a \$450.00 fine for littering...(not to be asked among those who throw cigarette butts out of car windows) **(13)**
 - ...you knew that the cost – every year – to clean up litter was over 4 million dollars...(14)
 - ...you knew that every year there were 22 million pounds of litter on the roadways...(15)

...all the litter that had been collected on one section of a road were placed in a pile so you could see how much there was every time you drove by it... (16)

- If, when police officers pulled someone over for a traffic offense unrelated to littering, they asked whether the person had a litter bag and, if not, gave them one and reminded them that it was the law to have one, would that make you more inclined to use a litter bag, or not? (17)
 - If, at certain times of the year, police officers checked for litter bags and issued tickets to drivers who didn't have them, would that make you more inclined to use a litter bag, or not? (18)
- If there were cameras on the roads that could spot littering and similar offenses would you be more inclined to use a litter bag, or not? (19)
- If there were more and better receptacles at rest areas, gas stations and other road stops, would you be more inclined to use them, or not? (20)
- If there were messages at fast food restaurants reminding people of the litter problem and the fines associated with littering and that the fines can be avoided by using a litter bag, do you think it would impact littering, or not? (21)
 - If there were messages on grocery bags reminding people of the litter problem and fines associated with littering and that the fines can be avoided by using a litter bag, do you think it would impact littering, or not? (22)
- If the issue of littering were more strongly emphasized in driver training programs, do you think it would impact littering, or not? (23)
 - If the issue of littering were more strongly emphasized on the driver's license test, do you think it would impact littering, or not? (24)
- (For respondents who haul work related materials, debris or garbage and don't have their load covered)
 - If free tarps were available to you, would you be more inclined to cover the bed of your truck to keep things from falling out, or not? (25)
- (For respondents who throw cigarette butts out of car windows)
 - If you knew that there was a \$500.00 fine for tossing a cigarette butt out of a car, would you be more inclined to use an ashtray or some other container in the car, or not? (26)
 - If you had a disposable cigarette container available to you, would you be less inclined to throw cigarette butts out the window, or not? (Show example) (27)

SPOKANE SCREENER (Segments 1 and 3)

- ☐ **Quota B:** Motorists/passengers who have thrown cigarette butts out the window in the past month.

Monday, March 12 @ 6:00PM

- ☐ **Quota D:** Drivers of pick up trucks who have an open bed with unsecured debris in back that could blow out.

Monday, March 12 @ 8:00PM

Hi, my name is _____ with _____. Tonight, we are conducting a research study on the topic of littering and people's attitudes towards littering. I can assure you that your responses will remain confidential and used only for reporting purposes. This is a market research study to gauge people's attitudes towards programs that might help cut back on littering. Do you have a few minutes so that I may ask you some questions?

A. Are there any young adults living in your household between the ages of 16 and 20?

- ☐ Yes Continue
☐ No Continue

1. What is your age?/What are the ages of those young adults?

- ☐ **Under 16 years old** **TERMINATE**
☐ 16-17 years old Consider for Group Quotas B Continue
☐ 18-19 years old Consider for Group Quotas B Skip to 3
☐ 20-29 years old Consider for all Quotas B or D Skip to 3
☐ 30-39 years old Consider for all Quotas B or D Skip to 3
☐ 40 – 49 years old Consider for Quotas D Skip to 3
☐ 50-59 years old Consider for Quotas D Skip to 3
☐ **60 years or older** **TERMINATE**

2A. (If respondent is 16 or 17 years old, must speak with parent/guardian first. Explain to

parent:)

We are conducting a market research focus group discussion with young adults your son/daughter's age and would like to include your son/daughter's opinions. The purpose

of the research is to gain some insight into people's attitudes towards littering. There will be no sales involved with this study at all. For your son/daughter's time and participation they will receive \$50. Do you think your son/daughter would be interested

in participating in this study?

- ☐ Yes Continue
☐ No Skip to Q. 3 and screen parent

2B. How well does your child express him/herself in a group setting?

- ☐ Extremely well Continue
- ☐ Very well Continue
- ☐ Pretty well Continue
- ☐ Not very well Skip to Q. 3 and screen parent
- ☐ Not at all well Skip to Q. 3 and screen parent

2C. What grade is your son/daughter currently enrolled in? _____

INFO ONLY

2D. What type of student is he/she? (More than 1 description may apply).

- ☐ Excellent academically
- ☐ A pretty good athlete
- ☐ Involved in student government
- ☐ Interested in clubs and other extracurricular activities
- ☐ Interested in music, acting, photography, journalism, the arts, etc.
- ☐ Excellent with hands-on mechanical activities like shop class, metal working, woodworking, etc.
- ☐ **Other: (Specify)** _____

INFO ONLY

2E. Is your son/daughter involved in any extracurricular activities in or out of school?

- ☐ Yes
- ☐ No

INFO ONLY

2F. Which ones? _____

INFO ONLY

2G. Well, your son/daughter sounds like they would be the perfect candidate for this group

discussion. I have some more qualifying questions that I would like to ask him/her.

Just to be clear, it is possible that your son/daughter may not qualify for this study

based on the answers he/she gives us to the following questions. May I speak with

your son/daughter now?

- ☐ Yes Continue
- ☐ No Schedule callback

3. Do you currently smoke cigarettes? (*Assure teenager that we will not disclose this to their parents or to any authorities*)

- ☐ Yes Continue
- ☐ No If 16-19 years old, **TERMINATE**. If 20-59 years old, skip to Q. 8

4. Do you ever smoke while you drive or while you are a passenger in someone else's car?

- ☐ Yes Continue
- ☐ No If 16-19 years old, **TERMINATE**. If 20-59 years old, skip to Q. 8

5. In the past year – while driving your car or as a passenger in someone else's car – have

you ever thrown a cigarette butt out of a car window while on a **freeway, interstate highway or a county road?**

- ☐ Yes Continue
- ☐ No If 16-19 years old, **TERMINATE**. If 20-59 years old, skip to Q. 8

6. Typically how many times in a month – while driving your car or as the passenger in someone else's car – do you throw a cigarette butt out of a car window while on a **freeway, interstate highway, or a county road?**

- ☐ Typically, never
- ☐ *I usually don't, but I have done it a few times in the past year*
- ☐ **Typically 1 – 2 times in a month**
- ☐ **Typically more than that**

Respondent **MUST** typically throw 1 or more cigarette butts out the window of a car in a month.

If “typically never” AND 16-19 years old, **TERMINATE**. If 20-59 years old, skip to Q. 8

If respondent “*usually doesn't but has done so a few times in the past year*” continue, but **HOLD**.

Note to recruiter: For this study, we are concerned with behavior on **freeway, interstate highways, and county roads**, so be sure to stress that point with respondents.

7A. How did you feel after throwing the cigarette butts out the window? Did you feel...

- ☐ **Very bad about it**
- ☐ **Kind of bad about it**
- ☐ Not very bad about it
- ☐ Not at all bad about

Or did you...

- ☐ *have no feeling either way about it?*

7B. Looking back on it now, how do you feel about throwing the cigarette butts out the window?

Do you feel...

- ☐ **Very bad about it**
- ☐ **Kind of bad about it**
- ☐ Not very bad about it
- ☐ Not at all bad about

Or do you...

- ☐ *have no feeling either way about it?*

Respondent **MUST** have felt at least kind of bad about it at the time or now, looking back.

- If NOT and 16-19 years old, **TERMINATE**. If 20-59 years old, continue to Q. 8
- If qualified and speaking with 16-19 year old, skip to Q. 12
- If qualified and speaking with 20-59 year old, continue
- If respondent *has no feeling about it either way*, AND is 16-19 years old skip to Q. 12, but **HOLD**
- If respondent *has no feeling about it either way*, AND is 20-59 years old continue, but **HOLD**

8. Do you own a pick-up truck or have regular access to a pick-up truck?

- ☐ Yes Continue
- ☐ No If not qualified for Quota B (Cigarettes), **TERMINATE**.
If qualified as Quota B, skip to Q. 12

9A. Does your pick-up truck have an open bed, or do you typically drive with the shell or canopy on?

- ☐ Open bed Skip to Q. 10A
- ☐ Drives with shell on Continue

9B. Do you always drive with the shell or canopy on, or just during certain seasons?

- ☐ Certain seasons Continue
- ☐ Always If qualified for Quota B, skip to Q. 12.

Otherwise TERMINATE

10A. Do you ever have litter such as wrappers, fast food containers, newspapers, rags/clothes,
etc. in the open bed when driving on county roads or state/interstate highways?

- ☐ Yes Continue
- ☐ No If qualified for Quota B, skip to Q. 12.

Otherwise TERMINATE

10B. What types of things? _____
INFO ONLY.

10C. Are these items covered in any way or could they blow out of the open bed of your truck while driving?

- ☐ They are not totally covered, some could blow out Continue
- ☐ They are covered and could *not* blow out **If not qualified for**

Quota B
TERMINATE

11. What are your feelings about driving a truck with an open bed with litter that could blow out while you are driving on county roads or state/interstate highways? Are you...

- ☐ **Very concerned about litter leaving your truck while you're driving**
- ☐ **Somewhat concerned about litter leaving your truck while you're driving**
- ☐ Not very concerned about litter leaving your truck while you're driving
- ☐ Not at all concerned about litter leaving your truck while you're driving

OR do you...

- ☐ *Not give it any thought either way?*

Respondent MUST be at least somewhat concerned about litter leaving the truck while driving.

- If respondent is VERY/SOMEWHAT concerned, continue.
- If respondent does *not give it any thought either way*, continue to Q. 12, but HOLD.
- If respondent is NOT VERY/NOT AT ALL concerned AND not qualified for Quota B, TERMINATE.

12. Gender (by observation)

- ☐ Male
- ☐ Female

For Quota B: Recruit 3 females

For Quota D: No gender mix necessary

13. Which of the following best describes the highest level of education you've completed?

(Do not ask minor)

- ☐ High school graduate or less
- ☐ Some college or trade/technical school
- ☐ College graduate or higher
- ☐ Don't know/Refused

Info only.

14. Which best describes your ethnic background?

- ☐ Caucasian
- ☐ African American
- ☐ Hispanic
- ☐ Asian/Pacific Islander
- ☐ Other (Specify) _____
- ☐ Don't know/Refused **(HOLD)**

For Quota B: Must have 3 non-Caucasians per group.

For Quota D: Must have 5 non-Caucasians per group.

15. How long have you lived in (Seattle/Spokane/Yakima)?

- ☐ Less than 5 years
- ☐ 5- 10 years
- ☐ More than 10 years
- ☐ Don't know/Refused

Info only.

16. Which of the following best describes your annual household income?

(Do not ask minor)

- ☐ Less than \$20,000
- ☐ \$20-50,000
- ☐ \$50-75,000
- ☐ \$75,000 or more
- ☐ Don't know/Refused

Info only.

17. Do you or does anyone in your household/family work in any of the following?

- ☐ Advertising TERMINATE
- ☐ Market Research TERMINATE
- ☐ Law Enforcement TERMINATE
- ☐ None of the above Continue

18. When, if ever, is the last time you participated in a market research focus group discussion?

- ☐ Within the past 3 months HOLD
- ☐ More than 3 months ago Continue to invitation
- ☐ Never Continue to invitation

If qualified, go to invitation.

Invitation

We are conducting a research study regarding the public's attitudes towards litter. The group you qualify for will be taking place on:

<u>DATE</u>	<u>TIME</u>	<u>MARKET</u>	<u>QUOTA</u>	<u>Location</u>
3/12	6:00PM	Spokane	B	Robinson Research
3/12	8:00PM	Spokane	D	Robinson Research

The group lasts 2 hours and for your time you will receive \$50. Would you like to attend?

If speaking with a minor (16, 17 yo), please verify time, location, and transportation with parent/guardian.

SEATTLE SCREENER

(Segments 2 and 5)

- ☐ **Quota A:** Motorists/passengers who have thrown alcoholic beverage containers out the window in the past year.

Tuesday, March 13 @ 6:00PM

- ☐ **Quota C:** Motorists/passengers who have thrown non – alcoholic beverage and food containers out the window in the 6 months.

Tuesday, March 13 @ 8:00PM

Hi, my name is _____ with _____. Tonight, we are conducting a research study on the topic of littering and people's attitudes towards littering. This is a market research study to gauge people's attitudes towards programs that might help cut back on littering. Do you have a few minutes so that I may ask you some questions?

1. What is your age?

- | | |
|---|--|
| <input type="checkbox"/> Under 16 years old | TERMINATE |
| <input type="checkbox"/> 16-17 years old | Consider for Group Quotas A and C Continue |
| <input type="checkbox"/> 18-19 years old | Consider for Group Quotas A and C Skip to Q. 3 |
| <input type="checkbox"/> 20-29 years old | Consider for all Quotas A and C Skip to Q. 3 |
| <input type="checkbox"/> 30-39 years old | Consider for all Quotas A and C Skip to Q. 3 |
| <input type="checkbox"/> 40 – 49 years old | TERMINATE |
| <input type="checkbox"/> 50-59 years old | TERMINATE |
| <input type="checkbox"/> 60 years or older | TERMINATE |

2A.If respondent is 16 or 17 years old, must speak with parent/guardian first. Explain to parent:

We are conducting a market research focus group discussion with young adults your son/daughter's age and would like to include your son/daughter's opinions. The purpose of the research is to gain some insight into people's attitudes towards littering. There will be no sales involved with this study at all. For your son/daughter's time and participation they will receive \$50. Do you think your son/daughter would be interested

in participating in this study?

- | | |
|------------------------------|--------------------------------|
| <input type="checkbox"/> Yes | Continue |
| <input type="checkbox"/> No | Skip to Q. 3 and screen parent |

2B. How well does your child express him/herself in a group setting?

- ☐ Extremely well Continue
- ☐ Very well Continue
- ☐ Pretty well Continue
- ☐ Not very well Skip to Q. 3 and screen parent
- ☐ Not at all well Skip to Q. 3 and screen parent

2C. What grade is your son/daughter currently enrolled in? _____

INFO ONLY

2D. What type of student is he/she? (More than 1 description may apply).

- ☐ Excellent academically
- ☐ A pretty good athlete
- ☐ Involved in student government
- ☐ Interested in clubs and other extracurricular activities
- ☐ Interested in music, acting, photography, journalism, the arts, etc.
- ☐ Excellent with hands-on mechanical activities like shop class, metal working, woodworking, etc.
- ☐ Other: (Specify) _____

INFO ONLY

2E. Is your son/daughter involved in any extracurricular activities in or out of school?

- ☐ Yes
- ☐ No

INFO ONLY

2F. Which ones? _____

INFO ONLY

2G. Well, your son/daughter sounds like they would be the perfect candidate for this group discussion. I have some more qualifying questions that I would like to ask him/her. Just to be clear, it is possible that your son/daughter may not qualify for this study based on the answers he/she gives us to the following questions. May I speak with your son/daughter now?

- ☐ Yes Continue
- ☐ No Schedule callback

3. Have you ever driven or been a passenger in a car where there were empty alcoholic containers such as beer bottles or cans, wine or champagne bottles, hard liquor bottles

or cans of pre-mixed cocktails, whether or not you or your friends actually consumed those beverages?

- ☐ Yes Continue
- ☐ No Skip to Q. 7

4. Have you ever tossed one of those containers out the window of the car while driving or

as a passenger on a freeway, interstate highway or a county road?

- ☐ Yes Continue
- ☐ No Skip to Q. 7

5. **In the past year**, have you tossed one of those containers out the window of the car while driving or as a passenger in a car on a freeway, interstate highway or a county road?

- ☐ Yes Continue
- ☐ No Skip to Q. 7

6A. What were your feelings about tossing an empty alcoholic beverage container out of the

car on a freeway, interstate highway or a county road while driving or as a passenger?

Did you feel...

- | | |
|--|---------------|
| <input type="checkbox"/> Very bad about it | Skip to Q. 6B |
| <input type="checkbox"/> Pretty bad about it | Skip to Q. 6B |
| <input type="checkbox"/> Not very bad about it | Continue |
| <input type="checkbox"/> Not at all bad about it | Continue |

OR did you...

- ☐ *Not give it any thought either way?* Continue

6B. How do you feel about it now, looking back? Do you feel...

- ☐ Very bad about it Continue
- ☐ Pretty bad about it Continue
- ☐ Not very bad about it Continue
- ☐ Not at all bad about it Continue

OR have you...

- ☐ *Still not given it any thought to it either way?* Continue

This is for information purposes only. Continue to Q. 7

7. Have you ever driven or been a passenger in a car where there were empty non-alcoholic beverage containers such as paper coffee cups and lids, plastic pop or water bottles, or empty food containers such as fast food wrappers, snacks packages, etc.?

- ☐ Yes Continue
- ☐ No If not qualified for Quota A, TERMINATE

8. Have you ever tossed one of those containers out the window of the car while driving or as a passenger on a freeway, interstate highway or a county road?

- ☐ Yes Continue
- ☐ No If not qualified for Quota A, TERMINATE

9. In the past year, have you tossed one of those containers out the window of the car while driving or as a passenger in a car on a freeway, interstate highway or a county road the past year?

- ☐ Yes Continue
- ☐ No If not qualified for Quota A, TERMINATE

10. How many times in the past year have you tossed an empty food or non-alcoholic beverage container out of a car while driving or as a passenger?

- ☐ 1 time Continue
- ☐ 2-3 times Continue
- ☐ 4-5 times Continue
- ☐ 6 or more times Continue

11. How about in the past 6 months: Have you tossed one of those containers out the window of a car while driving or as a passenger in a car on a freeway, interstate highway or a county road in the past 6 months?

- ☐ Yes Continue
☐ No If not qualified for Quota A, TERMINATE

12. How many times in the past 6 months have you tossed an empty food or non-alcoholic beverage container out of a car while driving or as a passenger?

- ☐ 1 time Continue
☐ 2-3 times Continue
☐ 4-5 times Continue
☐ 6 or more times Continue

Respondent **MUST** have thrown litter out of a car on a freeway, interstate highway or a county road at least once in the past 6 months? If not, AND not qualified for Quota A, TERMINATE. Otherwise continue.

13A. What were your feelings about tossing an empty food or non-alcoholic beverage container on a freeway, interstate highway or a county road?

Did you feel...

- ☐ **Very bad about tossing it out of the car** **Skip to Q. 15**
☐ **Pretty bad about tossing it out of the car** **Skip to Q. 15**
☐ Not very bad about tossing it out of the car Continue
☐ Not at all bad about tossing it out of the car Continue

OR did you...

- ☐ *Not give it any thought either way?* *Continue*

13B How do you feel about it now, looking back? Do you feel...

- ☐ **Very bad about tossing it out of the car** **Skip to Q. 15**
☐ **Pretty bad about tossing it out of the car** **Skip to Q. 15**
☐ Not very bad about tossing it out of the car Continue
☐ Not at all bad about tossing it out of the car Continue

OR have you...

- ☐ *Still not given it any thought to it either way?* *Continue*

Respondent **MUST** feel at least pretty bad about tossing the empty food or beverage container out of the car at the time or looking back on it.

If respondent does not really care either way, continue to Q. 14, but HOLD.

If felt NOT VERY or NOT AT ALL BAD about it AND not qualified for Quota A, TERMINATE

14. Gender (by observation)

- ☐ Male

☐ Female

For Quota A: Recruit 3 females

For Quota C: Recruit 3 females

15. Which of the following best describes the highest level of education you've completed?

(Do not ask minor)

- ☐ High school graduate or less
- ☐ Some college or trade/technical school
- ☐ College graduate or higher

Info only.

16. Which best describes your ethnic background?

- ☐ Caucasian
- ☐ African American
- ☐ Hispanic
- ☐ Asian/Pacific Islander
- ☐ Other (Specify) _____

For Quota A: Must have 3 non-Caucasians per group.

For Quota C: Must have 3 non-Caucasians per group.

17. How long have you lived in (Seattle/Spokane/Yakima)?

- ☐ Less than 5 years
- ☐ 5- 10 years
- ☐ More than 10 years

Info only.

18. Which of the following best describes your annual household income?

(Do not ask minor)

- ☐ Less than \$20,000
- ☐ \$20-50,000
- ☐ \$50-75,000
- ☐ \$75,000 or more

Info only.

If qualified, go to invitation.

19. Do you or does anyone in your household/family work in any of the following?

- ☐ Advertising TERMINATE
- ☐ Market Research TERMINATE
- ☐ Law Enforcement TERMINATE
- ☐ None of the above Continue

20. When, if ever, is the last time you participated in a market research focus group discussion?

- ☐ Within the past 3 months HOLD
- ☐ More than 3 months ago Continue to invitation
- ☐ Never Continue to invitation

Invitation

We are conducting a research study regarding the public's attitudes towards litter. The group you qualify for will be taking place on:

<u>DATE</u>	<u>TIME</u>	<u>MARKET</u>	<u>QUOTA</u>	<u>Location</u>
3/13	6:00PM	Seattle	A	Gilmore Research
3/13	8:00PM	Seattle	C	Gilmore Research

The group lasts 2 hours and for your time you will receive \$50. Would you like to attend?

If speaking with a minor (16, 17 yo), please verify time, location, and transportation with parent/guardian.

YAKIMA SCREENER
(Segment 4)

- ☐ **Quota E:** Drivers of pick up trucks who have an open bed that haul garbage, work related materials, etc on open highways.

Tuesday, March 6 @ 6:00PM

Hi, my name is _____ with _____. Tonight, we are conducting a research study on the topic of littering and people's attitudes towards littering. This is a market research study to gauge people's attitudes towards programs that might help cut back on littering. Do you have a few minutes so that I may ask you some questions?

First of all,

1. What is your age?

- ☐ Under 16 years old TERMINATE
- ☐ 20-29 years old Consider for all Quotas E
- ☐ 30-39 years old Consider for all Quotas E
- ☐ 40 – 49 years old Consider for Quotas E
- ☐ 50-59 years old Consider for Quotas E
- ☐ 60 years or older TERMINATE

2. Do you own a pick-up truck or have regular access to a pick-up truck?

- ☐ Yes Continue
- ☐ No TERMINATE.

- 3A. Does your pick-up truck have an open bed, or do you typically drive with the shell or canopy on?

- ☐ Open bed Skip to Q. 4
- ☐ Drives with shell/canopy on Continue

- 3B. Do you always drive with the shell or canopy on, or just during certain seasons?

- ☐ Always TERMINATE
- ☐ Certain seasons Continue

4A. In the past 1-2 years have you hauled work related debris and garbage such as scraps of

wood, plasterboard, drywall, shingles, on county/state roads or on state/interstate freeways or highways ***in the open bed?***

- ☐ Yes Continue
☐ No Continue

4B. How about household debris such as left-over materials from home improvement projects, yard waste, excess household garbage, newspapers, old clothing/rags, torn up/dismantled/old furniture or anything else you might take to a dumpsite/transfer station or recycling center on county/state roads or on state/interstate freeways or highways ***in the open bed?***

- ☐ Yes Continue
☐ No See note below

Respondent must haul garbage-like debris either for work purposes or for the home in the open bed of the pickup truck on state/interstate freeways or highway.

5. What types of materials do you haul on county/state roads or on state/interstate freeways or highways in the uncovered open bed?

INFO ONLY

6. Are these materials always covered up or could any of them blow out of the open bed of your truck while you're driving?

- ☐ No, it is not totally covered, some could blow out Continue
☐ Yes, the materials are totally covered and could not **TERMINATE**
blow away.

7. What are your feelings about driving your truck with an open bed with materials that could blow out while you are driving? Are you...

- ☐ **Very concerned about debris leaving your truck while you're driving**
- ☐ **Somewhat concerned about debris leaving your truck while you're driving**
- ☐ Not very concerned about debris leaving your truck while you're driving
- ☐ Not at all concerned about debris leaving your truck while you're driving

OR do you...

- ☐ *Not give it any thought either way?*

Respondent **MUST** be at least somewhat concerned about debris leaving the truck while driving. If respondent does not give it any thought either way, continue to Q. 8, but **HOLD**.

Otherwise, **TERMINATE**.

8. Gender (by observation)

- ☐ Male
- ☐ Female

INFO ONLY

9. Which of the following best describes the highest level of education you've completed?

- ☐ High school graduate or less
- ☐ Some college or trade/technical school
- ☐ College graduate or higher

Info only.

10. Which best describes your ethnic background?

- ☐ Caucasian
- ☐ African American
- ☐ Hispanic
- ☐ Asian/Pacific Islander
- ☐ Other

Must have 5 non-Caucasians per group.

11. How long have you lived in (Seattle/Spokane/Yakima)?

- ☐ Less than 5 years
- ☐ 5- 10 years
- ☐ More than 10 years

Info only.

12. Which of the following best describes your annual household income?

- ☐ Less than \$20,000
- ☐ \$20-50,000
- ☐ \$50-75,000
- ☐ \$75,000 or more

Info only.

13. Do you or does anyone in your household/family work in any of the following?

- ☐ Advertising TERMINATE
- ☐ Market Research TERMINATE
- ☐ Law Enforcement TERMINATE
- ☐ None of the above Continue

14. When, if ever, is the last time you participated in a market research focus group discussion?

- ☐ Within the past 3 months HOLD
- ☐ More than 3 months ago Continue to invitation
- ☐ Never Continue to invitation

Invitation

We are conducting a research study regarding the public's attitudes towards litter. The group you qualify for will be taking place on:

<u>DATE</u>	<u>TIME</u>	<u>MARKET</u>	<u>QUOTA</u>	<u>Location</u>
3/6	6:00PM	Yakima	E	Doubletree

The group lasts 2 hours and for your time you will receive \$50. Would you like to attend?

**Washington State
Department of Ecology
Anti-litter Creative Pre-Test
Focus Groups**

SUMMARY OF FINDINGS

May 25, 2001

Campaign Objectives

- To know there are significant fines associates with littering;
- To know there is an 800# for reporting littering.

Key Findings

- Both campaigns delivered a clear anti-litter message
- The core message take-away from the “Punishment” campaign was: littering = stiff fines
 - This message worked hardest against litterers.
- Message take-away from the “Easy” campaign was: it doesn’t take much effort to not litter
 - More appealing message to non-litterers (closer to their own point-of-view); stiff fines were equally relevant.
 - Although, practically irrelevant to litterers since they don’t litter.

Key Findings

- The idea of asking to turn in violators was universally and passionately disliked by both litterers and non-litterers
 - Opposed to overall notion of it
 - And how it was expressed in the advertising (particularly “Easy” campaign)
- In terms of creative idea/execution, “Punishment” campaign appears to work better than “Easy”
 - Despite some executional criticism by both groups.

Summary of Findings – “Punishment” Campaign

- To both groups
 - Message of “littering = stiff fines” was clear, relevant and compelling.
 - Provided “news”:
 - That fines were levied for littering;
 - And that they are expensive fines at that.
 - The line “Litter and it will hurt” was strong and stood out.
 - Sent a signal that the State was taking the problem of littering seriously.
 - But had strong negative reaction to being asked to turn in violators.

Summary of Findings – “Punishment” Campaign

- To the litterer group
 - Message of “Punishment” is relevant to them, whereas message in “Easy” isn’t;
 - Creative concept not perceived as talking down to them, whereas “Easy” was;
 - And while no advertising can instantly get them to change their behavior, they claim this campaign might get them to at least stop and think first.

Summary of Findings – “Punishment” Campaign

- And despite that the Litterer group had some criticism of the Torquemada/inquisition approach
 - There were several smiles and laughs as the work was being presented:
 - The “may I meet this Mr. Bill?” line in “Interview” spot;
 - Some of implements listed in “Pull Over” spot;
 - Many of the lines in the signage executions.
 - It did serve as a good mechanism/vehicle to deliver the notion that people should be punished for littering;
 - People understood the role of the characters was to help inject some lightness into an otherwise serious message
 - *“The inquisition was not a funny time, but I understand that they’ve used it to interject some humor into a serious message and to try and make it memorable.”*

Summary of Findings – “Punishment” Campaign

- In the end, the criticism from litterers is really more a case of “When executed, will Torquemada be funny or stupid?”
 - *“The first part is not funny...but maybe it could be.”*
 - *“Kind of cute at first...”*
 - *“It’s humorous, the juxtaposition with the serious.”*
 - *“It’s funny and not funny...guys from the 15th century into the 21st century is funny and an interesting concept.”*
- Thus, the concerns expressed are executional concerns, rather than with the concept itself

Summary of Findings – “Punishment” Campaign

- Non-litterers
 - Viewed the message as mostly irrelevant to them
 - Although it did provide news.
 - Didn’t particularly embrace the creative idea
 - Although, like the first group, laughed at many of the lines in the TV spots and the lines in the signage when first presented
 - Felt this campaign at least didn’t treat them like “idiots”, as they perceived “Easy” doing.
 - And “Punishment”, like “Easy” really suffered with the non-litterer audience for one primary reason:
 - What they want to see is scenes of garbage and syringes floating in lakes to dramatize the effects of littering;
 - Because this is driving reason why they don’t litter and the message they want to get out.

Summary of Findings – “Easy” Campaign

- Both groups got the message – it doesn’t take much to not litter:
 - Which, to the non-litterers, they know and embrace
 - Which, to the litterers, they know and pretty much ignore
- To non-litterers, they found this message more appealing, although they again would execute it differently
 - Showing the effects of litter on our environment/people.

Summary of Findings – “Easy” Campaign

- Litterers found the message pretty much irrelevant:
 - They already know they shouldn’t litter;
 - They already know they’re doing it because they’re lazy;
 - They already know it wouldn’t take much effort;
 - Thus the message wasn’t motivating at all.

Summary of Findings – “Easy” Campaign

- Both groups, however, were similar in their reactions to the campaign execution
 - *“First reaction was ‘you are an idiot.’”*
 - *“It offensive. We all know how to use a trash can.”*
 - *“It assumes you are stupid to begin with.”*
 - *“Comes across as patronizing, although it’s a message I agree with.”*
 - *“This is better than the first one which made me defiant...although it’s condescending.”*
- In essence, the overall tonality of the campaign turned both groups off
 - Despite some good reactions to the humor in many of the headlines

Summary of Findings – “Easy” Campaign

- And the expression of the call to turn in violators in this campaign, “rat on a pig,” drew strong negative reactions
 - *“Why should I be considered a rat for turning in somebody who’s dumping a fridge into the countryside? Why can’t I just be considered a good citizen?”*
 - *“Ratting makes me feel worse for calling.”*
 - *“Rat on a pig offers slim choices. I don’t to be either a rat or a pig.”*
 - *“This reinforces bad behavior...the idea of people turning on people.”*

Summary of Findings – “Easy” Campaign

- Lastly, both groups also felt the aspect of fines was de-emphasized in the campaign
 - As compared to “Punishment”
 - The focus of “Easy” was more on encouraging use of trash receptacles
 - And the fines were viewed as compelling by the Litterer group

Conclusion

- In terms of the campaign objectives
 - “Punishment” stands a much better chance of motivating Litterers than “Easy.”
 - Message was both relevant and compelling, and might get litterers to stop and think before they litter;
 - Was not viewed as condescending, as was “Easy”;
 - Provided both groups with news value (fines);
 - Concerns voiced were executorial, rather than conceptual.
 - The notion of turning in violators was rejected by both groups, regardless of campaign:
 - General idea was met with strong negative reaction;
 - Especially expressed as “rat on a pig.”

8.5 SOUNDSTATS: KING COUNTY RESIDENTS AGE 18+

March 2001 Omnibus Survey

“Assume you were driving on I-5 and you noticed someone ahead of you tossing a beverage can out the window and that you or someone in the car with you was able to write down the license number of the car.

Assume also that there was a new 800 number for people to call to report any kind of littering including illegal dumping that you might notice, by giving the license number of the car and the day, time and location where it took place.

A state agency would then send a warning notice to the registered owner of the vehicle.”

Q1. How likely would you be to call this 800 number to report what you saw, once you had a chance?	n=401
Very likely	49%
Somewhat likely	36%
Not very likely	8%
Not at all likely	7%
Q2A What are some of the reasons you would be likely to call the number?	n=348
Litter really bothers me and this gives me a chance to do something about it.	57%
Litter pollutes the roads/Environment	17%
It's hazardous to drivers/can cause an accident	16%
It might make the person think twice	11%
It's illegal/against the law to litter	10%
Maybe they would get a ticket	4%
Clean up costs money/tax dollars wasted	3%
Good for state to have the information	1%
Q3A What if there was also a web site you could use to report the incident? How likely would you be to use the website <u>instead</u> of the phone?	n=348
Very likely	20%
Somewhat likely	31%
Not very likely	22%
Not at all likely	27%
Q2B What are some of the reasons you would not be likely to call the number?	n=60
I don't care/I'm too busy/too lazy	25%
I wouldn't believe anything would happen	16%
I'd forget to call/forget the number	14%
I wouldn't be able to write down the license plate	11%
I wouldn't want to be identified	9%
False accusations/people might make mistakes	9%
It's just littering/not a top priority	9%
Depends on type/size of litter	5%
Too hard to tell what car litter from/going too fast	4%
I don't have a phone in my car	4%
Q3B What if there was also a web site you could use to report the incident? Would this increase the chance that you would report the littering incident?	n=60
Yes	12%
Maybe	7%
No	81%

DEMOGRAPHIC VARIATIONS

- Most likely to call: 35+, married
- Least likely to call: 18-24, singles
- Does not vary significantly by education, income, gender

	Very Likely to Call
All	50%
GENDER	
Males	50%
Females	49%
AGE	
18-24	35%
25-34	42%
35-44	57%
45-54	52%
55-64	44%
65+	62%
INCOME	
Under \$50k	50%
\$50k +	56%
EDUCATION (Highest Level)	
High School	54%
Some College	48%
Bachelors Degree	44%
Post Grad	57%
MARITAL STATUS	
Married	56%
Single	43%
EHTNIC	
Caucasian	50%
All Others	46%

8.6 LITTER SUMMIT: AGENCY “ASK” LETTERS

April 12, 2001

Washington Dept. of Licensing
P.O Box 9020
Olympia, WA 98507

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Washington Department of Licensing. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your agency to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your agency might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Partnering to create a 1-800 litter line to report litterers – providing link to vehicle owner information;
- Including an anti-litter slogan (or 1-800 #) on tab renewal notice envelopes;
- Placing litter slogan on back of driver's guide;
- Including an anti-litter message in communications such as newsletters or on website;
- Help distributing car litterbags at licensing offices or other locations;
- Ensure information about litter laws and fines are included in driver's manual – potentially include questions on driver's test; or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Washington Dept. of Fish & Wildlife
600 Capitol Way North
Olympia, WA 98501

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Washington Department of Fish & Wildlife. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your agency to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your agency might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Investigate opportunities for increased enforcement;
- Placing bumper stickers with anti-litter message on vehicles;
- Including an anti-litter message in communications such as newsletters or on website;
- Help distributing car litterbags;
- Increased signage on state lands about litter fines and the 1-800#; or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Jail Industries Board
206 10th Avenue SE
Olympia, WA 98501

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your organization to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your organization might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Including an anti-litter message in communications such as newsletters or on website;
- Identify avenues to integrate litter messages in jails – such as on litter crew vans;
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Washington Parks & Recreation Commission
PO Box 42650
Olympia, WA 98504

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Washington Parks & Recreation Commission. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your agency to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your agency might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Investigate opportunities for increased enforcement;
- Placing bumper stickers with anti-litter message on vehicles;
- Including an anti-litter message in communications such as newsletters or on website;
- Help distributing car litterbags;
- Increased signage at parks about litter fines and the 1-800#, or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Washington State Office of Trade & Economic Development
Tourism
P.O Box 42525
Olympia, WA 98504

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Tourism. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your agency to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your agency might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Including an anti-litter message in communications such as newsletters, lodging guide, maps or on website;
- Participation in media placement as a sponsor;
- Help distributing car litterbags;
- Help promoting 1-800#, or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Washington State Patrol
P.O Box 42600
Olympia, WA 98504

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Washington State Patrol. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your agency to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your agency might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a State Patrol representative at a campaign kick-off event;
- Use of State Patrol signature/letterhead on letters sent to people who are reported for littering via a 1-800 number;
- Instituting a litter awareness week, with an emphasis on enforcement and media coverage;
- Bumper stickers with anti-litter slogan on patrol cars;
- Including an anti-litter message in communications such as newsletters or on website;
- Including a "penalty cheat sheet" in ticket books, so troopers remember to remind motorists of littering laws;
- Opportunities to raise awareness of litter issues with troopers;
- Help distributing car litterbags; or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Washington Traffic Safety Commission
P.O Box 40944
Olympia, WA 98504

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Washington Traffic Safety Commission. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your organization to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your organization might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Partnering to create a 1-800 litter line to report litterers;
- Including an anti-litter message in communications such as newsletters or on website;
- Help distributing car litterbags;
- Participation in media placement as a sponsor; or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Washington Dept. of Natural Resources
PO Box 47000
Olympia, WA 98504

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Washington Department of Natural Resources. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your agency to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your agency might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Investigate opportunities for increased enforcement;
- Placing bumper stickers with anti-litter message on vehicles;
- Including an anti-litter message in communications such as newsletters or on website;
- Help distributing car litterbags;
- Increased signage on state lands about litter fines and the 1-800#; or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Governor's Council on Environmental Education
P.O Box 40900
Olympia, WA 98504

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your organization to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your organization might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Including an anti-litter message in communications such as newsletters or on website;
- Securing the general support and influence of the Governor;
- Identify avenues to integrate litter messages in school curriculum and types of materials/programs that would be useful to teachers;
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

April 12, 2001

Washington Dept. of Transportation
P.O Box 47316
Olympia, WA 98504

Dear Litter Partner,

Thank you for taking the time to attend our litter summit and learn about our efforts to develop a statewide public awareness campaign designed to put litter where it belongs - in the trash.

Washington has a statewide litter problem that affects all of the state agencies that were in attendance today, including Washington Department of Transportation. It is critical that we have you as a partner in this endeavor and we look to you for advice about how best to work within your agency to accomplish our goals. We have developed the following list of items that would greatly support our efforts but we would also like your input and ideas about what you think your agency might offer. Our staff will follow up with you within the next couple of days to brainstorm further with you. Some ideas we would like to explore with you are:

- Having a representative at a campaign kick-off event;
- Partnering to create a 1-800 litter line to report litterers – potentially piggy-backing with the existing “Be a Hero” line;
- Increased signage with penalty information or anti-litter slogan on state roadways;
- Bumper stickers with anti-litter slogan on maintenance vehicles;
- Including an anti-litter message in communications such as newsletters or on website;
- Help distributing car litterbags at rest areas or other locations;
- Increasing recycling and litter receptacles at rest areas;
- Participation in media placement as a sponsor; or
- Other ideas you have!

Thank you again for your time today as well as your future support in this important campaign. We feel strongly that this model is an excellent example of how government can effectively partner and coordinate across agencies to achieve a goal that is beneficial not only to our organizations but also to the residents of Washington state.

Sincerely,

Megan C.T. Warfield
Litter Programs Coordinator

8.7 POTENTIAL SPONSOR CONTACT LIST

Fastfood

McDonalds

Kim Bayer, Regional Marketing Manager
10220 NE Points Dr., Ste. 300
Kirkland WA 98033
425-827-9700 ph

Wendy's

Lori Abshire, Regional Marketing Manager
1800 Blankenship Rd., Ste. 125
West Linn OR 97068
503-406-3121 ph

Burger King

According to local store managers, BK stores are operated independently by franchise owners, who control sponsor participation.
(253-839-1204 – one south end franchise owner)

Jack in the Box

Cheryl Polenske, NW Region Marketing Manager
1217 SW 7th Street
Renton WA 98055
425-687-4992

Taco Bell

Michelle Palmer, Regional Marketing Manager
(303) 369-6193 ph
(Carol Lowe, FCB Advertising, Account Supervisor/Promotions
206-223-6464) Ad Agency would present plan to the franchise committee and it would be voted on.

Taco Time

Gretchen Everett, Director of Marketing and Advertising
3300 Maple Valley Hwy
Renton WA 98055
425-226-6656 ph

Kentucky Fried Chicken

Toby Vinz, Regional Marketing Manager
206-281-8733 ph

Subway

Subway Northwest 425-485-9221 (Steve)

JoAnne Domborwski,, Account Director

Publicis Advertising

190 Queen Anne Ave N.

Seattle WA 98109

Note: Ad agency would draw up proposal and present it to the franchise committee for acceptance.

DQ

Hillary Colloff, Community Marketing Manager

303 Park Place, Ste G125

Kirkland WA 98033

425-739-0009 ph

Gas Stations

Texaco

Hiram DeFries, General Manager (Washington State)

425-889-3231 ph

BP/ARCO

West Coast contacts:

Fiona Macleod, ARCO Retail Marketing, 714-670-3030 ph

4 Center Point Drive

La Palma CA 90623

BP Corporate Office - Chicago

Joyce Privitt, Marketing

200 E. Randolph Drive

Chicago IL 60601-7125

312-856-6111 ph

Chevron

Heidi Myhre, Regional Marketing Manager

5303 20th St E

Fife WA 98424-1909

253-922-1853 ph

Dawn Vincent, Marketing Assistant

Corporate Office

575 Market Street

San Francisco CA 94105

415-894-7700 ph

Exxon

Tom Valery, Marketing Support Controls
Western States Region
3700 W 190th St
Torrance CA 90504
(310) 212-4320 ph

Exxon Mobil Corporation
5959 Las Colinas Blvd.
Irving Texas 75039-2298
972-444-1000 ph

Retailers

Schucks Auto Supply

253-833-1115 Seattle District Office - said all communications handled out of national Corp. Office:
Brianna Beverage, Marketing Admin.
PO Box 6030
Phoenix AZ 85005
602-265-9200 ph (CSK Auto)

Les Schwab

Brian Capp, Marketing Director
NW Corporate Office
PO Box 667
Prineville OR 97754
541-447-4136 ph

Firestone

Joe Palazzolo, District Manager/Marketing
2299 140th Ave NE
Bellevue WA 98005
425-643-1446 ph

Car Toys Inc.

Cindy Riccardo, Media Director/Marketing Partnership Opportunities
Administrative Office
20 W. Gailer, Ste. 300
Seattle WA 98119
206-443-0980 ph
206-443-2525 fx

Sears

Tom Koenig, Washington State General Manager
2200 148th Ave NE
Redmond WA 98052
425-644-6745 ph
www.sears.com - community programs/public affairs section
(Note: all communications handled out of corp. office)

Costco

Bev Akada, Assistant VP of Corporate Communications
Corporate Office
999 Lake Drive
Issaquah WA 98027
425-313-8100 ph

Target

Target Foundation accepts emails only at:
http://www.targetcorp.com/contactus/form.asp?Email=target_foundation
Notes: Target's Community Giving is focused on the arts, education, family violence protection.
Note: Mervyn's is also under the same corporate umbrella as Target.

Western Washington district office:
206-575-7475 ph
301 Strander Blv.
Tukwila WA 98188
No contact given – all communications handled out of Minneapolis

Fred Meyer

Mary Loftin, Community Affairs Manager
P.O. Box 42121
Portland OR 97242
503-797-7733 ph
Note: donation request guidelines: www.fredmeyer.com/fms/contributn002.shtml

Convenience Stores

7-11

Dick Dugdale, Director of Franchise Owners Association
206-363-6162 ph/425-823-5488 ph
Note: 213 stores in WA, 180 franchisee, Dougdale recommended talking to Corp. level:

(no heirarchy)

Jeff Mason – Seattle area Marketing Manager
Robin Pavlish – Seattle area Marketing Manager
Tim Donegan – Seattle area Marketing Manager
Seven Eleven Corporate office
PO Box 389659
Tukwila, WA 98138
1-800-772-3711 Ph

AM-PM

No listings, owned by Arco

Emergency Roadside Assistance

AAA Washington

Ed Davids, VP of Marketing
1745 114th Ave. SE
Bellevue, WA 98004-6930
425-646-2051 ph / 425-646-2051 fx

Lube & Oil

Jiffy Lube

Penzoil-Quaker State – supplier for Jiffy Lube (Q-Lube bought out by Jiffy Lube):
Kovel & Fuller (handles all regional advertising)
Jim Reiley, Account Manager
9925 Jefferson Blv.
Culver City, WA 98232
310-841-4444 ph

Grease Monkey

Seattle District Office (Mark) 253-804-9111 ph

Car Rentals

Enterprise

Kathy Acosta, District Manager/Marketing
Enterprise Administrative Offices
2000 Benson Rd. S, Ste. 250
Renton WA 98055
425-228-7650 ph

Avis

(Regional Communications handled through NY home office)
Joan Lapara, Marketing
516-222-3000 ph

Hertz

Karen Michaels, District Manager/Marketing
1500 18th Ave. NE
Issaquah WA 98027
(425) 557-2827 ph

Budget

Crystal Pentter, Marketing
Head Corporate Office, 630-955-1900 ph
4225 Naperville Rd., Ste 500
Lisle IL 60532
Note: marketing budgets have been cut – asked to be excluded from list

Alamo

Jerry Vanderbert, General Manager Washington/Oregon
11135 SW Canyon Rd., Suite E
Beaverton OR 97005
503-626-3032 ph
Main Corporate office 1-877-715-3515

Dealers

Washington State Auto Dealers Association

Ms. Vicki G. Fabré, Executive Vice President
P.O. Box 58170
Seattle WA 98138
(425) 251-9483 ph
e-mail: wsada@email.msn.com

Puget Sound Automobile Dealers Association
Mr. James R. Hammond, Executive Director
16101 Greenwood Ave., Bldg. 2100
Seattle WA 98133
(206) 623-2034 ph

Car Wash

Car Wash Enterprises

425-452-1800 ph
Mary Edwards
606 120th Ave NE Ste. D-103
Bellevue WA 98005
(Previously operated as Brown Bear)

Puget Sound Car Wash Association

Victor Ottermatt, Founder

Status of the Car Wash Association is unknown – but the founder of it is at Car Wash Enterprises. They will forward any info along to the Car Wash Association.

Sports Events

Mariners

Gina Hasson, Community Relations Manager

Maureen Atkins, Advertising

1250 First Ave.

Seattle WA 98134

206-346-4001 ph (main Mariner's hotline)

Ad Agency - Copacino advertising 206-467-6610

Sonics

Matt Wade, Community Relations Manager

Bryan Woods, Community Programs manager

John Croley, Vice President, Corporate Sponsorship & Entertainment

351 Elliott Ave. W., Suite 500

Seattle WA 98119

206-281-5800 ph

Seahawks

Gary Wright, VP of Communications

Mike Flood, VP Community Outreach/Facilities

11220 NE 53rd

Kirkland WA 98033

425-827-9777 ph

UW - Huskies

Leslie Wurzberger, Director of Marketing and Promotions

Graves Building

Box 354070

Seattle WA 98195-4070

(206) 543-3086 ph

lkwurz@u.washington.edu

Carol Giusti, Assistant Director Marketing and Promotions

Graves Building

Box 354070

Seattle WA 98195-4070

(206) 616-8654 ph

cgiusti@u.washington.edu

WSU – Cougars

Washington State University Intercollegiate Athletics
Ernie Housel, Director of Corporate Marketing
J.D. Griffith, Director of Marketing & Promotions
Bohler Gym, Colorado Avenue
P.O. Box 641602
Pullman WA 99164-1602
(509) 335-0320 ph / (509) 335-0328 fx

Sponsors currently associated with: <http://wsucougars.fansonly.com/school-bio/sponsors.html>

Emerald Downs

Susie Sourwine, Marketing Manager
2300 Emerald Downs Drive
Auburn WA 98001
253-288-7000 ph

Seattle International Roadways

Seattle International “Raceway”
Loreice Rickitt, General Manager
31001 144th Ave. SE
Kent WA 98042
253-631-1550 ph

Telecommunications

AT&T

Regional Corporate Headquarters
Marisa Mouton, Marketing Manager
PO Box 97061
Redmond WA 98073
425-580-6000 ph

Voicestream

Kaileen Knutson, Promotions Manager
12920 SE 38th
Bellevue WA 98006
425-378-4000 ph

Verizon

National Corporate Office 1-888-466-4646 ph
No info. on marketing contacts

Cingular

Gayle Morrison, Manager of Marketing Communications
Seattle Corporate Office
2445 140th Ave NE, Ste. 202
Bellevue WA 98005
425-895-7000 ph

Community involvement page:

http://www.cingular.com/cingular/about_us/community_involvement

1-800-222-9511 ph, national corporate office

Car Insurance

SAFECO

Rose Lincoln, Assitant VP of Public Relations
Safeco Plaza T-8
Seattle WA 98103
206-545-5000

Allstate

Mike Blakely, Dir. Of Marketing & Advertising
NW Region, Corporate Office
18911 North Creek Parkway
Bothell WA 98011
425-489-9000, ext. 7673

Pemco

Jon Osterberg, Marketing Communications Supervisor
325 Eastlake Ave. E
Seattle WA 98109
206-628-4019 ph

Progressive

only number avail: main claims 1-800-888-7764

Farmers

Joe Kessler, Director of Marketing
3003 77th Ave SE
Mercer Island WA 98040
206-232-8400 ph

Geico

West Coast home office in San Diego: 1-800-841-3000 ph
All communications handled from Washington D.C:

John J. Hughes, Director of Advertising/Edward W. Ward, VP of Marketing
1 Geico Plaza
Washington D.C. 20076-0001
301-986-3000 ph

National Merit

Keith Teel, Marketing & Advertising Manager
15300 Bothell Way NE
PO Box 55369
Seattle WA 98155-7699
1-800-562-6551 ph

Media Partners

Belo

Kristina Hashim
333 Dexter Ave. N
Seattle WA 98109
206-448-3731 ph

Entercom Communications Corp.

Dennis McCormick
1820 Eastlake Ave E
Seattle WA 98102
206-726-7032 ph

Ackerly

Stacy Chellis
3601 6th Ave S
Seattle WA 98134
206-682-3833 ph

Media Network, Inc.

Jill MacGregor
2219 14th Ave. W #402
Seattle WA 98119
206-284-7945 main ph
206-284-7955 fx
jillmacgregor@medianetworks.com

Special events – truck shows/autoshow/rock and roll concerts/fairs

Bumbershoot and AT&T Nights at the Pier

Jane Zalutsky

One Reel

P.O. Box 9750

Seattle WA 98109.

206-281-7788 ph

Note: Cynthia Hartwig on the board

Seattle Center:

Sue Bradbury, Marketing Manager

305 Harrison Street

Seattle WA

206 -684-7223 ph

Festivals Inc. (Bite of Seattle, Taste of Tacoma - producers of events)

Kelly Petchiny, Sponsorship Manager

9655 SE 36th

Mercer Island WA 98040

206-232-2982

206-232-5241

Puyallup Fair

Karen LaFlamme, Public Relations Manager - fairpr@thefair.com

Robert Carlson, General - bob@thefair.com

Gwynneth Sutherland, Sponsorship Manager – gwynne@thefair.com

Western Washington Fair Association

P.O. Box 430 - 110 9th Avenue SW

Puyallup WA 98371-0162

ph (253) 845-1771 / fax: (253) 841-5390

e-mail: info@thefair.com

Sea Fair

Amy Crowder, Director of Marketing

2200 Sixth Avenue, Suite 400

Seattle WA 98121

206-728-0123 ph ext 111

Washington Festivals & Events Association

Scott Nagel, Executive Director

115 E Railroad Ave, Suite 302

Port Angeles WA 98362

360-452-7019 ph

wfea@mindspring.com

www.wfea.org

Stadium Exhibition Center (truck/auto shows):

1000 Occidental
Seattle, WA 98134
206-381-7555 ph.

Spokane Arena

Amy Brown , Marketing Manager/Assistant General Manager
720 West Mallon Avenue
Spokane WA 99201
509.324.7000 ph / 509.324.7050 fx

The Gorge Amphitheater

Owned by Universal Concerts
Jeff Trisler, Senior Vice President

8.8 OPINION MONITOR INFORMATION

Baseline Measure and Ongoing Tracking Utilizing Market Trends Opinion Monitor

- Telephone interviews with 600 residents statewide, ages 18+
- Representative of Washington state demographics
- \$850 for close-ended questions and \$950 for open-ended ones
- With seven questions, we can run with a few weeks notice, as we could be the only sponsor at this level
- Sample source is Survey Sampling, utilizing random digit numbers
- Demographics include: home ownership, children in household, marital status, education, household income and gender

MARKET TRENDS' OPINION MONITOR RATE CARD

SURVEY AREA	SURVEY SAMPLE SIZE	SURVEY SAMPLE RELIABILITY (at the 95% confidence level)	*PRICE PER QUESTION	
			Close- Ended	Open- Ended
King County	275	+/- 6%	\$450	\$600
Seattle/Tacoma SMSA King County (n=227) Pierce County (n=94) Snohomish County (n=79)	400	+/- 5%	\$650	\$800
Statewide Washington	600	+/- 4%	\$850	\$950
Portland/Vancouver SMSA Clark County (n=79) Multnomah County (n=151) Washington County (n=94) Clackamas County (n=76)	400	+/- 5%	\$650	\$800
Statewide Oregon	600	+/- 4%	\$850	\$950

- Price includes written and graphical summary as well as free demographics with each question. *Market Trends* reserves the right to cancel the Opinion Monitor in any market if there are not at least ten questions. Other sample sizes and SMSA's are available based on your needs. Prices negotiated on an individual basis. For further information or to submit questions, contact Brian Vertrees at (206) 575-1222.